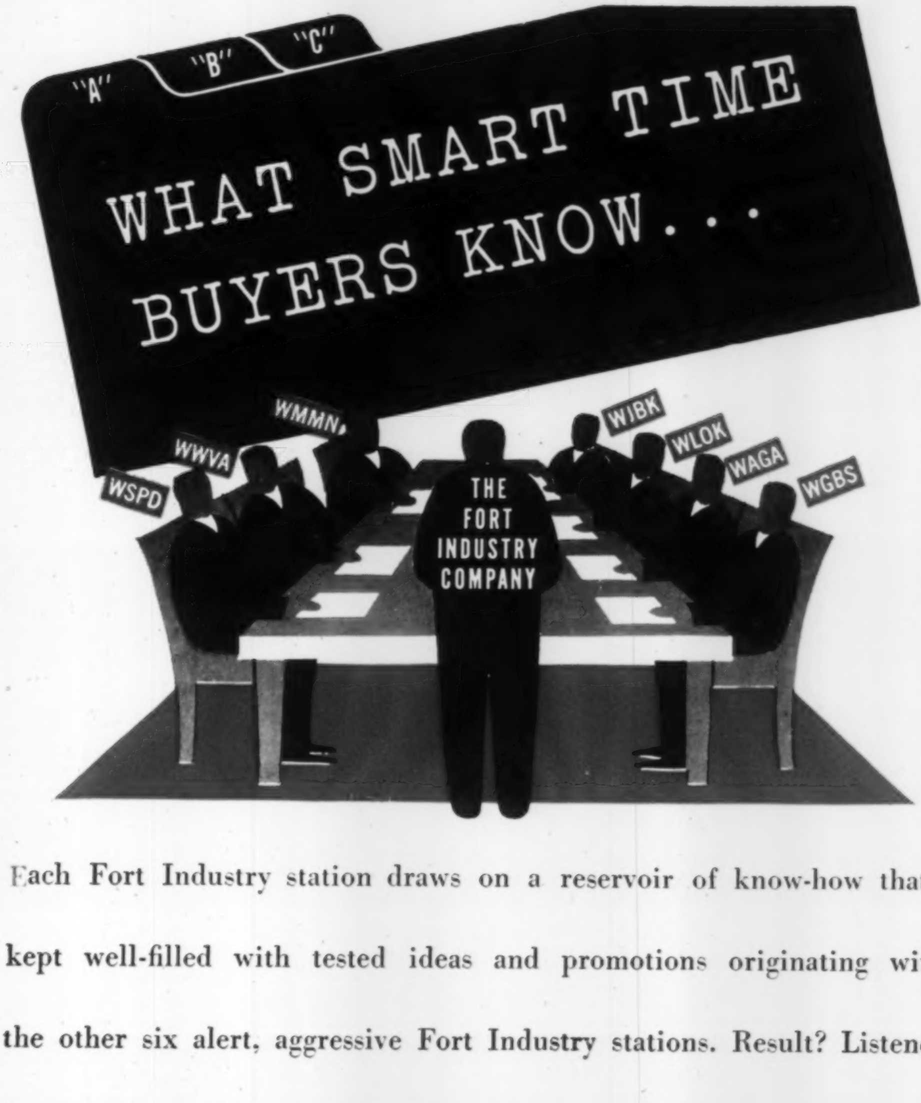
MARCH 8, 1948 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING


"A"
"B"
"C"
WHAT SMART TIME BUYERS KNOW...
WMMN
WWVA
WSPD
WIBK
WLOK
WAGA
WGBS
THE FORT INDUSTRY COMPANY

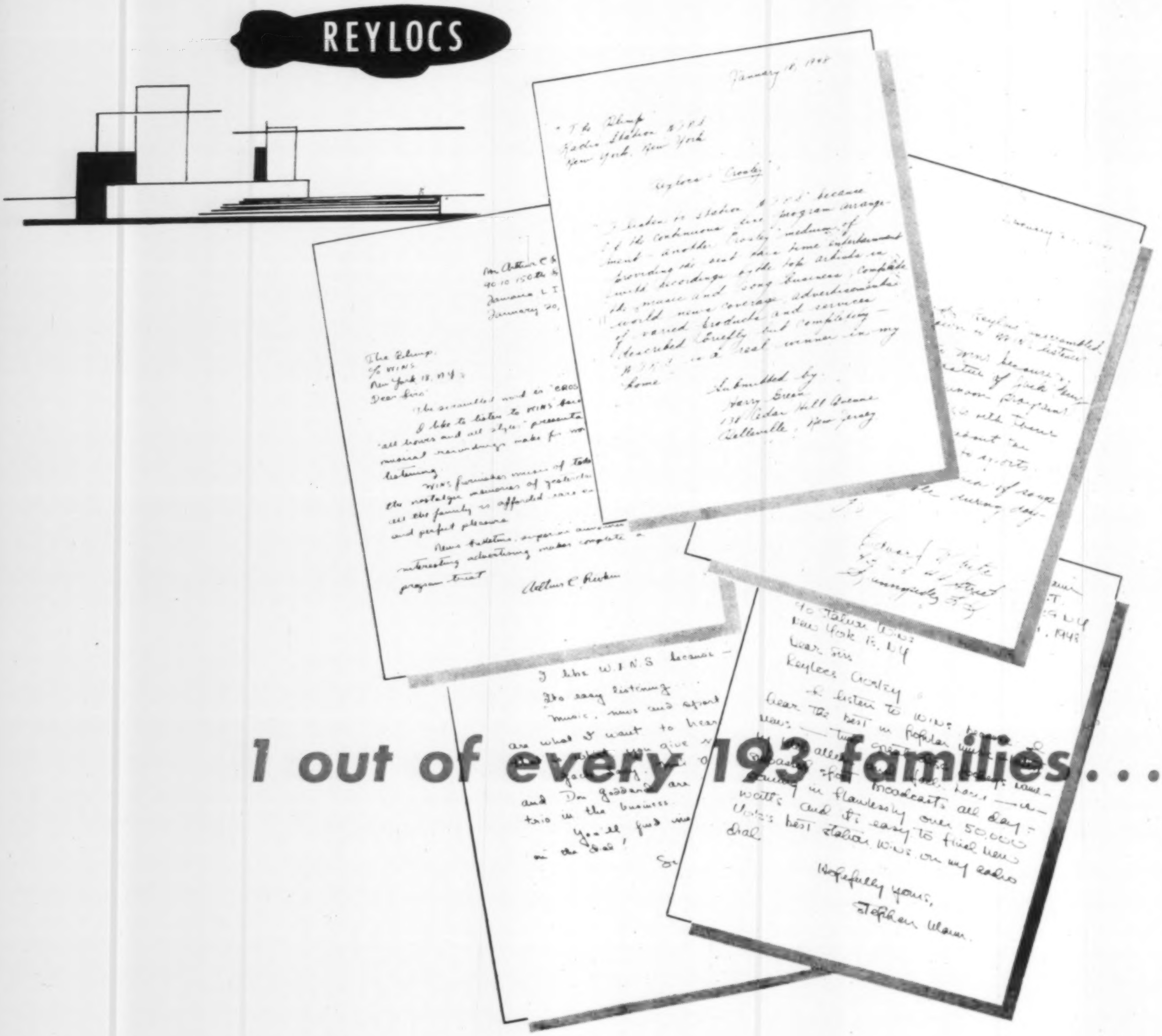
Each Fort Industry station draws on a reservoir of know-how that's kept well-filled with tested ideas and promotions originating with the other six alert, aggressive Fort Industry stations. Result? Listener interest that makes cash registers hum.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
National Sales Offices: 527 Lexington Ave., New York 17, Eldorado 5-2455

IN THIS ISSUE: NORC RADIO SURVEY FINDINGS

KLZ, DENVER AND WEEK, PEORIA, AFFILIATED IN MANAGEMENT • REPRESENTED NATIONALLY BY THE KATZ AGENCY



1 out of every 193 families . . . .

It began on the night of January 5th, 1948. A Douglas Leigh Blimp, sailing over the skies of New York, teamed up with the WINS transmitter. On her side, the blimp carried the word REYLOCS and instructions to tune in WINS programs. The transmitter informed listeners to unscramble the word and send it to WINS with a fifty word letter on "I listen to WINS because . . ."

And then the love letters began. In fact 1 out of every 193 families in greater New York entered the contest!

Most of the mail was from New York, but thousands of letters came from Connecticut, New Jersey, Massachusetts, Rhode Island, Delaware—and a nice little one from Nova Scotia. The letters were complimentary, of course, but what was most pleasing was the obvious familiarity that listeners had with WINS programs. They mentioned Mel Allen's friendliness; Jack Lacy's smoothness; Don Goddard's accuracy; Syd Walton's delivery; and John Clarke's helpfulness. They talked about Jay Latimer's unusual reporting, and the big time fun with Jack Eigen. They liked WINS' music and news and sports. They called WINS the station for *"easy listening."*

CROSLEY **BROADCASTING CORPORATION**

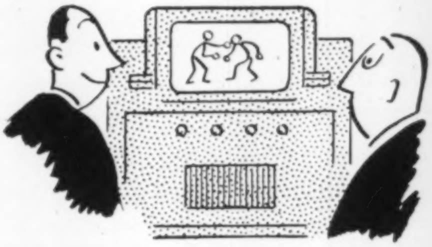
WINS
50KW NEW YORK

WNAC-TV

Boston Television Clinic

Another Yankee FIRST!

WNAC brings first authentic details of Television production and possibilities to Boston's great advertising fraternity. Under the authorship of the most experienced television experts in America today, WNAC recently instituted a television clinic consisting of five two-hour demonstration lectures.



The tremendous interest and enthusiastic response of Boston's leading advertising executives was voiced with "Thanks" to the Yankee Network for its foresight and ingenuity in the planning of this FIRST Television Clinic.

WNAC first in AM!
WNAC first in FM!
. . . and NOW —
WNAC-TV takes leadership in Television!

Acceptance is **THE YANKEE NETWORK'S** *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WHEN SENATE Committee suddenly preempted FCC jurisdiction over clear channels, three plans were in works at FCC staff level: (1) breakdown of all 24 clears; (2) duplication of six coastal clears with present "white areas" to benefit on duplicated assignments; (3) breakdown of coastal clears plus Chicago network-owned outlets, with 14 others to go up to 750 kw provided they would program independently at least three-fourths of time leaving only one-fourth for network time, mainly special events.

IN FCC's deliberations on clear-channel issue, only two Commissioners—Walker and Durr—were outspoken in opposition to increase of present 50,000 w power limit. Others were noncommittal until they could appraise several plans.

ALTHOUGH WARNER BROS. refuses comment on newsreel plans, last week studio presented proposals to several major national advertising agencies.

ANOTHER "interim NARBA" may be necessary result of Senate Interstate Commerce Committee's intervention in FCC clear-channel proceeding (story page 14), if lengthy postponement of August NARBA conference should be required. Reason: Uncertainty of time needed to secure treaty ratification. Present treaty expires March 28, 1949. Observers feel delay of month or two might not preclude U. S. ratification, but might conflict with other nations' legislative timetables.

ALTHOUGH bill introduced in New York State Assembly by State Senator Thomas C. Desmond to protect newsmen on sources of information doesn't specifically cover radio, State broadcasters are solidly behind measure. Urgency of protection was pointed up by recent jailing and fining of two Newburgh newsmen. Michael R. Hanna, WHCU Ithaca and NAB director, plans concerted drive at next session for full protection for radio reporters and newsmen.

STANDARD OIL of California will shortly start 1948 video through BBDO on KTLA Hollywood. As video expands on Coast, coverage will extend to San Francisco and elsewhere. Format undetermined.

COCA-COLA DEALERS, through D'Arcy, New York, considering moving Morton Downey show, now three times weekly on MBS to NBC which has offered 11:15-11:30 p.m. Decision expected this week.

MGM-RECORDS New York, considering spot announcement campaign. Donahue & Coe, New York, is agency.

ARRANGEMENT between Canadian Broadcasting Corp. and equipment manufacturers whereby first Canadian TV station will open in 3½ years to be announced at meeting of CBC

(*Continued on page 90*)

Upcoming

March 8: NAB NORC luncheon, Waldorf-Astoria, New York.

March 8-11: Canadian Assn. of Broadcasters annual meeting, Chateau Frontenac, Quebec.

March 11-12: National Marketing Conference, Hotel Jefferson, St. Louis.

March 12: California Broadcasters Assn., first meeting, Hollywood.

March 12-13: New Jersey Broadcasters Assn., spring meeting, Berkeley-Carteret Hotel, Asbury Park, N. J.

March 12-13: Boston U. Founders Day Institute, Boston.

(Other Upcomings on page 89)

Bulletins

WGN-TV Chicago to televise all home games of Chicago Cubs starting with St. Louis game April 23. Telecasts expected to lead eventually to increased attendance, according to joint statement by Philip K. Wrigley, Cubs president, and Frank P. Schreiber, WGN Inc. treasurer. WGN-TV reported heading bidders for White Sox games.

AGREEMENT reached by CBS and New York chapter of Radio Writers Guild on salary increases averaging 8% for network's television directors. Scale for associate directors raised from $65 to $80 weekly for first year and $90 thereafter. Directors raised from $90 to $115 for first year, then $130. Increases retroactive to Jan. 1.

STATE DEPT. ADVISORY GROUP NAMES POLICY SUBCOMMITTEE

STATE DEPT. Radio Advisory Committee, meeting in New York Friday, named Justin Miller, NAB president, chairman of subcommittee to study long-range policy for international broadcasting. Members resolved to "strengthen" Voice of America to equal that of "any other nation"; called for funds to expand shortwave, increase effective power of stations and to operate on contemplated 1948 scale.

MORE FOR MILLER

PRESIDENT Justin Miller, of NAB, will receive fourth honorary degree at Boston U. next Friday for "outstanding leadership in the field of radio." He holds honorary degrees from Yale, U. of Montana and Franklin & Marshall as well as law degree at Stanford U., his alma mater. Judge Miller was presented with bronze medal Friday night at Annual Advertising Awards dinner held at Waldorf-Astoria for distinguished service to advertising (story page 40).

Business Briefly

GE TEST ● General Electric Appliance Di sion, Bridgeport, starting New York and Phil delphia test of 45-word weather spots for fo weeks, with 15 words on weather, 30-word com mercial. Thrice-weekly on KYW Philadelph and six-weekly on WFIL; six-weekly on WCB and WOR New York. Seattle may be adde Agency, Young & Rubicam, N. Y.

AUTO-LITE PLANS ● Electric Auto-Lit Co. deal with CBS replacing Dick Hayme show, 9-9:30 p.m. Thursdays, with *Suspens* starting in July, at signing stage Frida Haymes contract runs through June. Agenc Ruthrauff & Ryan, New York.

TV FOR PEARSON ● Frank H. Lee Co., New York, sponsoring Drew Pearson on ABC, planning to put him on TV network program Agency, William H. Weintraub & Co., N. Y.

ADMIRAL FILM ● Admiral Corp., Chicag starts weekly full-length movie TV progra on WNBW Washington and WBKB Chicag Georges Radio Co. shares Washington spon sorship. Film runs 90 minutes in 13-week con tracts.

NAMES AGENCY ● Nestle's Milk Produc Inc., New York, names Doherty, Clifford Shenfield, New York, to handle advertising for new instant tea product.

FMA BOARD CHECKS CLAIMS OF SET MANUFACTURERS

FM ASSN. board at meeting in Washington Friday voted to notify certain set manufacturers of advertising claims deemed unfair to FM. Board decided unanimously to withdraw from FCC Mayflower hearing; urged set makers to produce high-fidelity FM-only sets at lowest possible price; decided to meet monthly for next several months; urged FCC to investigate carefully all FM applications for renewal of CP extensions; approved surve to find if FM stations are having any troub obtaining high-fidelity studio-transmitter link

FMA membership now 242, compared t 201 at last board meeting in September. Twelv withdrawals reported, many from applicant Board ratified Region 3 proposal that statio promote slogan, "Be sure your new radio h FM." Saturday board agenda included AM-F duplication, facsimile, Kearns record licen fee legislation, "one-legged" TV (test patte and music). Association operating under $5 000 annual budget, same as last year.

Attending were President Everett L. Dilla WASH Washington; W. R. David, Gener Electric Co.; Frank A. Gunther, Radio Eng neering Labs.; E. J. Hodel, WCFC Beckl W. Va.; C. M. Jansky Jr., consultant; E. Jones, WBBB-FM Burlington, N. C.; Raymo F. Kohn, WFMZ Allentown, Pa.; M. S. Nov Unity Broadcasting Co., New York; Thom F. McNulty, WMCP Baltimore; Ben Strous WWDC-FM Washington; William E. War KFMX Council Bluffs, Ia.; Leonard Mar general counsel; Bill Bailey, executive directo

Tulsa Leads

United States Department of Commerce year-end statistics reveal the following:

Tulsa led every large city in the entire Southwest in business gains in 1947 over 1946. The report shows:

TULSA	18%	increase
Houston	16%	"
Fort Worth	13%	"
New Orleans	9%	"
San Antonio	6%	"
Dallas	5%	"
Oklahoma City	4%	"
Little Rock	1%	"

In addition, manufacturing payrolls for December, 1947, were up 33% over December, 1946. Most of this increase was in the Eastern half of Oklahoma where there is an abundance of power, fuel, water and other mineral resources.

These impressive figures clearly demonstrate why Tulsa, home of Oklahoma's Greatest Station, is the favored spot in all of Babson's Magic Circle! They demonstrate, also, why KVOO is the logical selling medium to reach the prosperous people within this great Southwestern market.

KVOO

OKLAHOMA'S GREATEST STATION

50,000 WATTS **NBC AFFILIATE** **1170 KC**

EDWARD PETRY & CO. INC., National Representatives

IS YOUR BUSINESS AROUND NORMAL (Ky.)?

In this case, Normal business is *poor* business. For Normal, Kentucky, is just too small, and too far away from the center of things. It's *so* far away that WAVE doesn't consider it a good bargain to get *down* to Normal!

The bulk of your trade is in the *biggest* Kentucky market — the Louisville Trading Area. Hence WAVE is certainly your best radio bet in Kentucky. Our coverage — thorough and complete — is in the Louisville Trading Area, where purchases are so far above Normal that they're bigger than those of all the rest of the State, *combined!*

Let WAVE help you make your business AB-Normal! Write for availabilities — or just ask Free & Peters!

LOUISVILLE'S
WAVE
5000 WATTS . 970 KC
NBC AFFILIATE
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

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PROMOTION

WINFIELD R. LEVI, *Manager*
Betty Beckanstin.

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EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson, Tom Stack.

CHICAGO BUREAU

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William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor,* Ann August.

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COP

WSIX sells the goods

Words can paint a picture to make your mouth water—or to make kids rush for bread 'n jelly. That's the small beginning of big sales figures and that's why the leading bakeries and distributors of bakery goods in the Nashville area have used WSIX's power to sell the goods for so many years. One major baker has been a consistent advertiser with programs and spots for over 10 years; another for almost 6 years. Dozens of other national, regional and local companies have learned to count on WSIX, year after year, for sales in Nashville's 51-county retail trade area. For more facts about the help WSIX can give in selling your goods, call your nearest Katz Agency representative!

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

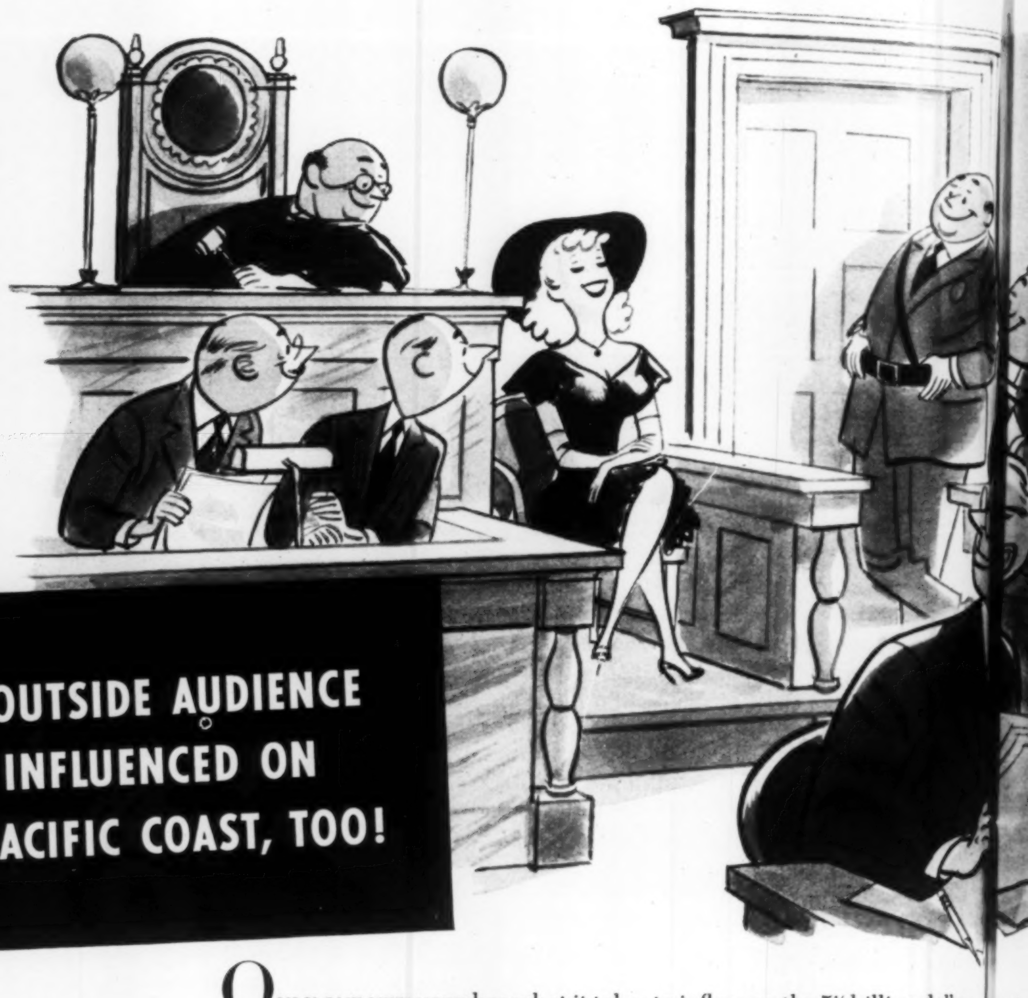
Coming Soon!

WSIX – FM

5000 WATTS · 980 KC
AMERICAN

Represented Nationally By **THE KATZ AGENCY, INC.**

WSIX gives you all three: Market, Coverage, Economy



THE OUTSIDE AUDIENCE IS INFLUENCED ON THE PACIFIC COAST, TOO!

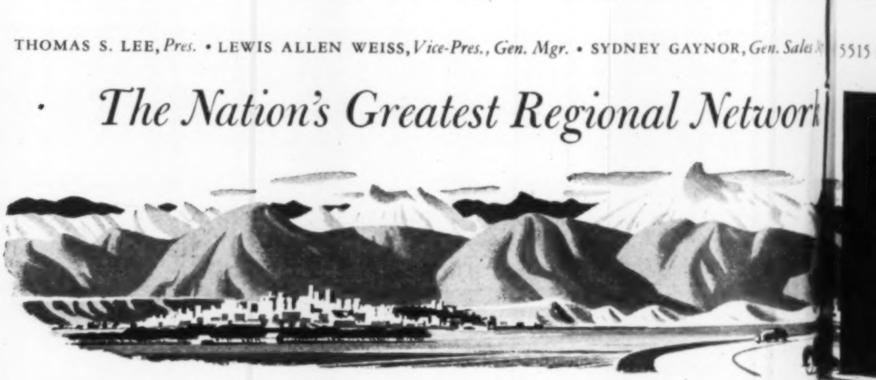
ONLY ONE NETWORK has what it takes to influence the 5½ billion dollar outside market on the Pacific Coast (the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). That network is Don Lee, and what it has are 44 local stations two and three times as many stations as any of the other Pacific Coast networks. ∗ Pacific Coast radio is *different*. Because most markets on

the
rec
sta
ow
ph
as
fan

THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres., Gen. Mgr.* • SYDNEY GAYNOR, *Gen. Sales*

5515

The Nation's Greatest Regional Networ



the Pacific Coast are surrounded by high mountains, reliable long range reception is impossible. Here people listen to their *own local network station*, are influenced by their *own local network station,* within their own trading area. Remember: a C. E. Hooper 276,019 coincidental telephone survey proves only Don Lee completely covers the *outside* (as well as the inside) Pacific Coast market. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

5515 MELROSE AVE., HOLLYWOOD 38, CAL. • Represented Nationally by John Blair & Company

Mutual
DON LEE
BROADCASTING SYSTEM

Effectively Covers a Sales Rich Area
WORK
YORK, PA.
Established 1932

Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

NBC AFFILIATE

A STEINMAN STATION

Feature of the Week

"TO WPAY Portsmouth, Ohio. . . . Thanks to Rusty Marshall for outstanding coverage of the Powhatan Arrow derailment. Also to Bob Kuhn for his pictures of the wreck. It was real cooperation. . . . (Signed) Oliver Gramling, AP, New York."

That message was transmitted over the AP wire. And it's a real "man bites dog" angle. WPAY covered the story of the recent Ohio train wreck and sent the story to AP.

The entire staff has been asked to serve as reporters from time to time, supplementing the WPAY newsmen, and the system was in full swing the night of the wreck. News Editor Marshall assigned two salesmen and the program director to the scene as reporters, another salesman and traffic director, Robert Kuhn, as photographers.

Rusty Marshall at typewriter

The whole office went into action, and acted as a central news bureau in covering the story as it was relayed to them from the scene of the wreck. Telephone activities were highly coordinated. One line was kept open to Newscaster Frank Belmert in the news room. Outgoing calls received immediate attention.

At 11:17 p.m. the wreck occurred.

What happened after that should

(*Continued on page 87*)

On All Accounts

IT IS an old wheeze in broadcasting circles that entering radio is like walking into a lion's cage. But Carl Mark, director of radio and television for the Al Paul Lefton Co., New York, has a literal claim to the statement.

Pioneering in the early stunt days of radio Mr. Mark essayed that trip into the lion's den armed with a standard WHK Cleveland microphone and whatever solace was to be had from a B.A. degree from City College, New York.

The broadcast came off successfully, however, and presumably everything after that has been anticlimax for Mr. Mark.

Prior to the invasion of the lion's den Mr. Mark was with WBNX and WHN, both in New York. His announcing chores there were more traditional and in 1937 he moved to WHK-WJAY, where he became successively director of special events, studio and production manager.

In 1943 he joined the Al Paul Lefton Co. in his present position, where he supervises all radio activities of the agency, including the creation of campaigns for clients, time and talent buying.

Also during 1943 he appeared as narrator and a personality in over 30 "live" television broadcasts on WABD, DuMont video station. In more recent years he has created, written and produced commercial television broadcasts for various Lefton Co. advertisers on WABD.

In addition to writing, announcing and directing, Carl Mark is an instructor on the faculty of his alma mater, City College of New York, teaching radio announcing and radio dramatics.

Some of the accounts he handles at the Lefton Agency are Crawford Clothes, who sponsor more than 200 programs on New York stations, Goodman Noodles, Claridge Foods, Euclid Candy Co., Lit Bros. of Philadelphia, Winter Piano Co. and others.

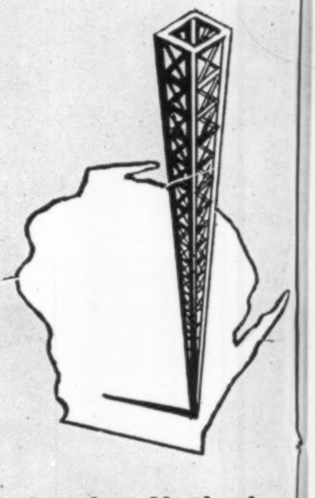
CARL

Mr. Mark's radio interests transcend his affiliation with the Lefton Agency. He is about to become a station operator. He has purchased half interest in WTTM Trenton, and is awaiting FCC approval.

The Marks—she is the former Patricia Greenfield—have been married for two years. They have a year-old daughter, Priscilla, and live in a Park Ave. apartment in Manhattan.

As for hobbies, Mr. Mark has given up wild game expeditions and devotes his leisure time almost exclusively to reading—generally books on history.

Dominant
SELLING
POWER



in the Nation's
12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mg

WISN
MILWAUKEE

The Katz Agency, Inc.
Natl. Representatives

A Singing Star Turns Homemaker

JAMES BEIRD

Durelle Alexander gave up a brilliant singing career that included long engagements with Paul Whiteman, Eddie Duchin, and major networks to become a homemaker. In her new role (a busy wife with two children) she has found life just as exhilarating. Her star has shone even brighter as the manager of this household.

Recently she consented to come back to the microphone for WBAP in a new homemaker program.* Listeners have been delighted with her fresh, enthusiastic approach and smart tips on every problem of home management. And there's always a cheery song by Durelle to lift even the lowest in spirits.

Commercials are cleverly woven into Durelle's script as her 15-minute program unreels. Your products need the "Durelle touch" in this Number One Southwest market (Fort Worth-Dallas). Contact the station or Free and Peters today for complete information.

*"Durelle Alexander," 4:45-5:00 p. m., Mon., Wed., Fri., WBAP-570

Amon Carter, Pres. Harold Hough, Dir. George Cranston, Mgr. Roy Bacus, Com. Mgr.

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

Lone Star Chain

Texas Quality Network

FORT WORTH 2, TEXAS

●

FREE & PETERS, INC. *National Representatives*

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Four years, Columbia University
Two years, Edward Petry & Co.
Five years, U. S. Army
Three years, McCann-Erickson
Free & Peters, Inc. (Chicago Office)
since May, 1947

Dive, boys— here comes

JACK THOMPSON!

Years ago, in his salad days, Jack Thompson used to be a water-polo expert for Columbia U. and the New York A. C. We cite this merely by way of warning: As you know, water polo is quite a developer for the lungs—and since Jack joined F & P, all this breath is devoted fully (albeit quietly) to spot broadcasting. Hence, if Jack is around, when you don't want to *hear* about Bull's-Eye Radio, we respectfully suggest that you stay away from swimming pools and such, or even from your office!

Ex-swimmers or not, however, *all* our Colonels here at F & P can give you a lot of breath about spot radio. For nearly sixteen years we've seen it work—watched hundreds of "case examples" in which Bull's-Eye Radio has solved tough advertising problems, and has even built prosperous businesses. We know what national spot can do, and hence we're sold to the eyes. . . .

Also, we know the markets at the right. Would you like to discuss any of them with us? There's nothing we'd like better, here in this group of pioneer radio and television station representatives.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK:	CHICAGO:	DETROIT:	FORT WORTH:	ATLANTA:	HOLLYWOOD:	SAN FRANCISCO:
444 Madison Ave.	*180 N. Michigan Ave.*	*Penobscot Bldg.*	*406 W. Seventh St.*	*Palmer Bldg.*	*6331 Hollywood Blvd.*	*58 Sutter Street*

BROADCASTING
TELECASTING

Vol. 34, No. 10 WASHINGTON, D. C., MARCH 8, 1948 $7.00 A YEAR—20c A COPY

STAY OUT, UNCLE SAM!

Private Radio Wanted, NORC Finds

By J. FRANK BEATTY

AMERICAN radio listeners are overwhelmingly in favor of the American system of broadcasting—more so than ever before.

A "stay out" order to the government has been issued in the Second Study of Public Opinion, according to the NAB, for whom the survey was conducted by National Opinion Research Center, Chicago U.

Final tabulations by NORC, slated for official unveiling today (Monday) at a Waldorf-Astoria luncheon in New York, confirm the findings of the 1945 NORC study.

That first exhaustive analysis of audience opinion had shown that the public likes its radio, doesn't like government regulation, and only a minority dislikes the advertising that makes U.S. radio possible.

Profiting by lessons learned in the first analysis and by technical suggestions of critics, the second NORC study presents audience opinion of radio in more detail and with even greater precision, according to a preliminary review by Paul F. Lazarsfeld, of the Columbia U. Bureau of Applied Social Research.

Among highlights of the second NORC study are these:

- Three-fourths of listeners prefer the present system to a $5 annual program license fee.
- Three-fourths oppose federal regulation of advertising.
- Only 9% feel the government should run radio, compared to 16% in 1945.
- Two-thirds don't mind radio advertising (half of this group definitely like it).
- Seventy per cent think radio is doing a good-to-excellent job—off slightly from the post-war showing.
- Thirty-seven per cent like singing commercials better than straight ones, 43% not as well.
- Twenty per cent of listeners want more serious programs.
- Ninety-one per cent of homes have at least one radio.
- Americans spend more time listening than at any other activity except sleeping and working (and some listen while they work).
- More people criticize mystery programs than two years ago, when daytime serials were a target.
- Four out of five believe radio is fair in giving both sides.
- Listening to radio news has fallen off since end of war.

Part of a continuing study of what the public thinks about radio, the second NORC interviews were conducted last November, just two years after the first. NORC's professional interviewers obtained answers to a score of questions from 3,529 persons representing all social, economic and geographical groups.

As in the first study, attempt was made to extract all possible anti-radio comment from interviewees since purpose of the study is to acquaint broadcasters with true public reaction. Framing of the questions was in charge of a subcommittee of the NAB Research Committee.

After months of preparation and pre-testing, the subcommittee evolved the four-page questionnaires used by interviewers. Some questions were unchanged from 1945, such as that covering public concept of the job done by radio, newspapers and other groups.

Heading the subcommittee was Carl Burkland, CBS, chairman of the full committee. Other members were H. M. Beville, NBC; Elmo Wilson, CBS; Earl W. Winger, WDOD Chattanooga, Dr. Kenneth H. Baker, NAB research director, served as secretary. Committee consultants were Dr. Lazarsfeld and Paul Sheatsley, of NORC.

Actual cost of the project will run about $15,000. Columbia U. will publish a limited edition of the survey, but decision has not been reached by the NAB board on financing of copies for use of the industry. The board reviewed the final tabulations at its Hot Springs, Va., meeting Feb. 24-26 [BROADCASTING, March 1].

The current study covers many important listener attitudes in greater detail, especially in the field of news, government control, program desires and commercial advertising. As a result it gives a clearer, more rounded picture of popular attitudes, according to Dr. Baker.

In meeting critics' objections to 1945 questions on government control, the current study approaches the subject from several angles. In Question 3, for example, 9% say the radio industry should be run by the government, answering a direct question, with 77% favoring private business and 14% undecided. (In 1945 only 70% said private industry should run stations; 16% the government; 14% undecided.) For newspapers, the figures were 6% for government control, 85% private business and 9% undecided. Radio was second only to newspapers in public opposition to government control.

Then in Question 12 a series of inquiries covering radio's advertising, profits, fairness on public issues, educational programs and news accuracy showed only 13%

(Continued on page 84)

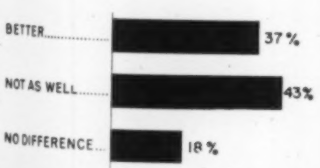
Which do you think would be better for the people in this country —if the (each industry below) *were run by the government or by private business?* **(QUESTION 3)**

	Govt.	Private Business	Don't Know
Banks	28%	55%	17%
Food stores	14	76	10
Coal mines	32	49	19
Radio stations	9	77	14
Newspapers	6	85	9
Gas and electric companies	24	65	11

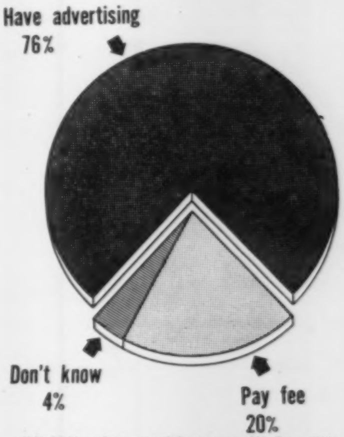
Do you think that somebody—either the federal gevernment or the radio industry itself—should see to it that (each item below) . . . For each item answered "Yes": *Who do you think should do that—the federal government, or the radio industry itself?* **(QUESTION 12)**

	Nobody	Govt.	Radio	Don't Know
Not too much advertising is broadcast on the radio?	22%	13%	54%	11%
The profits of radio stations aren't too high?	24	27	28	21
Radio stations regularly carry programs giving both sides of public issues?	7	23	58	12
Each station broadcasts a certain number of educational programs?	10	21	57	12
Radio news broadcasts are accurate?	7	30	52	11

How do you feel about singing commercials? In general, do you like them better than the straight commercials, or not as well? **(QUESTION 10)**



As you know, there are other countries like England where everybody who own a radio set pays a license fee and there is no advertising on the radio. Suppose you could get your present radio programs without any advertising in them if you paid a license fee of $5 a year. Would you rather pay the $5 fee, or would you rather have advertising? **(QUESTION 11)**



Of 20% who would pay a $5 fee, 9% would be willing to pay $10, 10% said no, 1% don't know. Of 9% who would pay $10, 2% would be willing to pay $25, 6% said no, 1% don't know.

CLEAR CHANNEL

S-2231 Hearing in April; NARBA Delay

By RUFUS CRATER

THE FIGHT over clear channels, heated by the unprecedented intervention of the Senate Interstate Commerce Committee [BROADCASTING, March 1], was marked last week by developments of national and potentially international scope:

- The Senate commerce group called for full committee hearings to start "on or about April 5" on the Johnson bill (S-2231) to break down clear channels and limit power to 50,000 w, and invited AM broadcasters throughout the nation to participate.
- The FCC, instructed by the commerce committee to hold up its own clear-channel decision, and yet needing it to meet the May 1 deadline for proposed changes in the North American Regional Broadcasting Agreement, appeared ready to seek postponement of the NARBA conference, now scheduled for August in Canada.

The entire situation was canvassed by FCC Chairman Wayne Coy and Comr. George E. Sterling, Acting Chairman Charles W. Tobey (R-N.H.) of the Senate Interstate Commerce Committee, the committee's communications experts and FCC Assistant General Counsel Harry M. Plotkin in a conference on Capitol Hill on Monday.

Sen. Tobey was reported to have held fast to the committee's contention that the Johnson bill hearings must precede FCC's decision. But it was also understood the committee will be disposed to use its good offices in support of postponement of the NARBA session.

Authorities conceded that it would not be easy to get other NARBA signatories to agree to postponement of the August conference, where a new NARBA will be worked out to take effect March 28, 1949.

State Dept. authorities' first reaction was that it would be "unfortunate" to have to request a continuance, even though they recognized the difficulty of FCC's position. But it was felt they would agree if FCC urged, and particularly if the Senate commerce group supported the Commission request.

Meanwhile, letters went out last Saturday from Acting Chairman Tobey to all AM stations and other broadcasting groups, advising them of the forthcoming hearings on the Johnson bill and inviting "full and frank comments." With the letters (see text below) went copies of the bill, introduced Feb. 26 by Sen. Edwin C. Johnson (D-Colo.), and of the committee's letter requesting FCC to delay its clear-channel decision until hearings are held on the bill [BROADCASTING, March 1].

The measure, which would keep the present 50-kw ceiling on power as well as provide for clear-channel breakdowns, was seen by clear-channel advocates as a weakening influence on the U. S. bargaining position in NARBA negotiations, whether it is ultimately passed or not.

Some authorities questioned whether any material delay in the NARBA conference would permit negotiation of a new treaty and its ratification by the signatory governments by March 28 next year—the date the present interim agreement expires and the new one becomes effective. The treaty conference itself, now scheduled for Aug. 2, is expected to last at least four to six weeks.

Aside from the NARBA implications, officials pointed out, delay in issuance of FCC's own clear-channel decision presumably will mean a comparable delay in handling FCC's backlog of applications for daytime stations on U.S. 1-A and 1-B clear channels. These have been held up since last May pending a decision in the daylight-skywave case, which is linked with the clear-channel proceeding.

Sen. Tobey made it plain in his letter on the forthcoming Johnson bill hearing that "this committee is anxious to learn the facts, all the facts," and that written statements would be welcomed from broadcasters unable to appear personally.

It was felt that clear-channel advocates will be given the burden of justifying continuation of the clears and will be asked bluntly to show how breakdowns could affect them adversely when their present power and primary service areas would be unchanged.

The course to be taken by the Clear Channel Broadcasting Service, representing all but one of the independently owned 1-A clear channel stations, was being mapped at conferences of its officials in Washington last week.

These included Edwin W. Craig, chairman of the board of WSM Nashville, who heads CCBS; President John H. DeWitt Jr. of WSM, engineering consultant for CCBS, and Louis G. Caldwell, legal counsel. They conferred frequently by telephone with Victor A. Sholis, director of WHAS Louisville and of CCBS.

It was criticism of the CCBS plan for achieving nationwide coverage through the use of some twenty 750-kw stations that prompted both Sen. Johnson's bill and the Senate committee's request that FCC hold up its clear-channel decision pending hearings on the Johnson measure.

Appropriation Hearing

The Senate committee's intervention in the FCC proceeding was raised meanwhile in appropriations hearings (story page 15) by Sen. Clyde M. Reed (R-Kan.), chairman of the Senate Appropriations Subcommittee and also a member of the Interstate Commerce Committee. He told FCC Chairman Coy he hoped the Commission would comply with the commerce group's request. Mr. Coy replied that he had discussed the matter with Sen. Tobey, who he was sure would report to the committee. At another point Comr. Rosel H. Hyde observed, in response to a question, that FCC's position on clear channels was not yet quite clear.

Text of Sen. Tobey's letter to AM broadcasters and other radio interests:

Dear Sir:

The following is for your information:

The FCC recently completed hearing oral argument in the "clear channel" case. Proponents of clear channels and super power have urged the Commission to retain clear channels and grant them power of from 500,000 to 750,000 watts.

The Committee of which I am acting chairman, which has the responsibility for radio and communications, has been disturbed by reports which have reached us to the effect that if the Commission were to grant super power to clear channel stations the overwhelming majority of 1-B, regional and local stations in this country would suffer serious economic loss and that many, if not most, eventually would be forced out of business.

This is based on the premise that a dozen clear channel super power stations, strategically located throughout the country, would blanket the entire United States with their signal. In view of the fact that a majority of clear channel stations are the property of the major networks, it is possible that such networks no longer would be dependent upon their independently owned affiliates for coverage. Local

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WRS TO FREE & PETERS

Representative Change Announced

IN ONE of the largest exclusive station representation transactions of recent years, Free & Peters Inc. has been appointed by Westinghouse Radio Stations Inc. for representation of all of that company's stations effective Jan. 1, 1949. All of the stations, save KEX Portland, now are represented by NBC Spot Sales.

The stations which will be affected are KDKA Pittsburgh, WBZ-WBZA Boston-Springfield; KYW Philadelphia and WOWO Fort Wayne, all clear channel or 1-B outlets. Free & Peters has represented KEX for the past year. It is understood that $2,500,000 to $3,000,000 in annual spot billing is involved.

Confirmation of the shift by J. B. (Steve) Conley, general manager of the Westinghouse stations, culminates several months of exploration. Virtually all of the top representation organizations were understood to have been consulted. No formal statement was issued, however.

It is believed several organizations were eliminated because of representation of competitive stations in markets in which Westinghouse has stations. Consideration also was given to setting up by Westinghouse of its own branch sales offices.

The transaction has a bearing upon the controversy provoked through recent changes in representation of several high-powered independent stations, which have switched to the spot sales organ-

(*Continued on page 81*)

Mr. CONLEY

Mr. PETERS

DU PONT AWARDS

Winners to Be Announced Tonight

ALL SIGNS point to selection of Edward R. Murrow, distinguished CBS commentator, WBBM Chicago, CBS-owned outlet, and WFIL, *Philadelphia Inquirer* station, as winners of the coveted duPont Awards, to be presented tonight (March 8) at ceremonies in New York. Awards are based upon overall excellence of operation during the preceding year.

While the Awards Committee maintained customary strict secrecy regarding the selections, word permeated radio circles that the two stations and the well-known newscaster will take their places in radio's mythical hall of fame during ceremonies this evening at New York's St. Regis Hotel. Announcement of winners will be carried over ABC and added stations during a nationwide broadcast from 9:30-10 p.m.

Mr. MURROW

Mr. ATLASS

Mr. CLIPP

Station winners will each receive $1,000 and a handsome plaque for distinguished public service in two award classes, high and medium or less power, respectively. The awards are to be of equal dignity and merit. Mr. Murrow, in receiving recognition as outstanding commentator, will claim the award on his own behalf.

It is expected that the WBBM award will be accepted for the station by H. Leslie Atlass, CBS vice president in charge of Central Division. William S. Paley, CBS chairman, also is expected to be present.

Roger Clipp, general manager of WFIL, will, according to reliable sources, accept the award being presented his station, an ABC outlet.

The annual duPont awards are presented to two stations, one of greater than 5 kw power and one of 5 kw or less, "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations, respectively."

A duPont award also is given yearly to a commentator-reporter "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Members of the awards committee, which judged this year's entries, were Mrs. Alfred I. duPont, who donates the prizes in memory of her late husband; Dr. Francis P. Gaines, President of Washington & Lee, M. H. Aylesworth, Mrs. J. L. Blair Buck, president of the General Federation of Women's Clubs, and Mark Ethridge, publisher of Louisville (Ky.) *Courier-Journal* and *Times* (WHAS), and

(Continued on page 82)

FCC BUDGET

Coy Testifies On Hill

REVELATION that 613 applications for new AM stations are pending before the FCC, 467 of which are more than six months old, was made by the Commission in testimony before a Senate Appropriations Sub-Committee last Thursday.

Chairman Wayne Coy, who led the FCC testimony, related that the House had appropriated to the agency $6,260,000 out of $6,500,000 recommended by the Budget Bureau. In answer to a question, Mr. Coy said that the Budget Bureau figure was over a million dollars less than the $7,679,000 originally requested by FCC.

Mr. Coy said that the average salary at the Commission was now $4,049, but he cautioned that unless the Senate restored the $94,000 for in-grade promotions which the House had cut, the average would fall below that of the '48 fiscal year.

There were 1,359 on the rolls in February, the FCC chairman reported, although the average figure provided for in the budget is 1,377. Sen. Joseph C. O'Mahoney (D-Wyo.) interjected the fact that the number now on the FCC payroll was less than during the war years although the work load had increased.

The Commission, said Mr. Coy, needed 69 more people to handle increased work. He then called on Comrs. Rosel Hyde, E. M. Webster and George Sterling, and A. L. McIntosh, head of the Frequency Allocation and Treaty Division, to explain where these new personnel were needed and why.

In response to a query by Sen. Leverett Saltonstall (R-Mass.) as to whether FCC could get along with its present personnel if it had to, Mr. Coy said it could but it would "not be carrying out its responsibilities under the Communications Act."

Comr. Sterling told the committee that the requested increase for Safety and Special Services was not so much for the purpose of clearing up the application backlog as for making the service a standard service instead of continuing the temporary, experimental licensing it now does.

Members of the sub-committee which heard FCC's testimony were Sen. Clyde M. Reed (R-Kans.), chairman, Sens. Kenneth McKellar (D-Tenn.), Richard B. Russell (D-Ga.), O'Mahoney and Saltonstall.

STANDARDIZED TIME

Chances Dim for Action

By JOE SITRICK

TIME is working against the clock.

With only seven weeks remaining before some of the nation's timepieces get a one-hour boost, the uncertainty on Capitol Hill last week virtually assured broadcasters and listeners of at least one more year of utter confusion on the programming front.

Two bills are pending before the Senate Interstate & Foreign Commerce Committee [BROADCASTING, March 1]. One, by Sen. Clyde M. Reed (R-Kan.) would provide uniform daylight time for the nation and the other, by Sen. John H. Overton (D-La.), would proclaim uniform standard time. On the House side, Rep. Joseph O'Hara (R-Minn.) is pushing a bill somewhat similar to Sen. Overton's and also calling for national standard time.

The Senate committee had planned to hold hearings on the opposing measures during the week of March 22 and has invited FCC, NAB and ICC to participate. But Sen. Reed, a ranking member of the committee and author of one of the bills, advised BROADCASTING late last week that he didn't see how the matter could possibly be taken up at all this month due to the priority of other legislation.

Hearings by the House Commerce Committee this month also seemed slim as the agenda is already filled through at least March 25 with several other bills yet to be assigned hearing dates.

Even if the matter is rushed through committee, however, other factors appear to have uniform time doomed from the start.

- Belief of many congressmen time is a matter for local jurisdiction.
- Violent opposition of many southern and agricultural states to imposition of daylight time.
- Equally strong desire of white collar workers and many labor groups for daylight time.

This wide difference of opinion would seem to insure a stalemate since any one viewpoint would

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MAYFLOWER RELAXATION?

RELAXATION of the Mayflower ban on radio editorializing—with a proviso that stations which broadcast editorials must provide equal opportunity for replies — was considered a likely development last week as FCC completed its first week of hearings on the issue.

Observers who sat through the five-day session felt the Commission inclined more toward this or some comparable middle-of-the-road course than toward complete removal of the Mayflower restriction or, on the other hand, flat reaffirmation of the seven-year-old doctrine that "the broadcaster cannot be an advocate."

The hearing resumes April 19 with NAB scheduled to present in detail its argument that radio should have the right to air its views as freely as the press, unfettered by equal-time or other limitations. Louis G. Caldwell, Washington attorney who has been one of the most outspoken critics of governmental concern with programs, is also slated to appear at that session on behalf of WGN Chicago. FMA, and a group of witnesses who could not be heard last week, also are due to present testimony at that time.

In both direct testimony and cross-examination, last week's sessions explored the whole question of FCC's right to consider lawful programming in any form.

The three networks represented —ABC, CBS, and NBC—came out flatly for radio's right to editorialize with no strings attached, though ABC President Mark Woods conceded under questioning that government might take steps to correct abuses of fair play by the only station in a community.

The network spokesmen—Presidents Woods of ABC; Frank Stanton of CBS, and Niles Trammell of NBC—felt that stations should and in most cases would provide time for replies to their editorials without governmental compulsion.

CBS, only network indicating intentions to editorialize if permitted, offered a sample editorial—on federal aid to education—followed by replies handled on a letters-to-the-editor basis.

Other broadcasters offered varying solutions to the problem.

Nathan Straus, president of WMCA New York, felt 15 minutes of clearly labeled editorializing per day should be permitted on locally owned stations (not by absentee owners), but with editorializers required to allocate time for rebuttal.

Through Prof. Robert E. Cushman, Cornell U. (WHCU Ithaca) advocated the right to editorialize on issues relating to the general public welfare or local interests (not on behalf of political parties or candidates), and also thought adequate right of reply should be required.

Pierson Viewpoint

In a comprehensive review which the Commission obviously found impressive, W. Theodore Pierson, Washington attorney who appeared for 18 stations, maintained that as a matter of law a broadcaster cannot exclude "substantial views" on issues which he broadcasts, whether he editorializes on them or not.

But denial of the right to editorialize, he said, violates constitutional guarantees of free speech.

Mr. Pierson insisted that the

Attorney W. Theodore Pierson (l), who represented 18 stations, studies the list of witnesses with FCC General Counsel Benedict P. Cottone.

J. A. Beirne, Communications Workers of America president, gives his position.

Nathan Straus, president of WMCA New York, and Mrs. Straus await his turn on the stand.

NAB General Counsel Don Petty (l) and Executive Vice President A. D. (Jess) Willard Jr. (r), with John D. Sullivan, of Advertising Federation of America. ↓

SECURITY

Forrestal Plan May Die Aborning

By ED KEYS

GENEROUS OPINION sampling among news experts who met with Defense Secretary James V. Forrestal in Washington March 3 clearly indicates that the Forrestal Plan for voluntary peacetime radio and press censorship may die aborning unless drastically overhauled.

The so-called "secrecy seminar" was called by Secretary Forrestal to enlist the aid of all broadcasters, televisors, news and magazine agencies and motion picture and newsreel interests in untangling the knotty problem of keeping the wraps on vital security information [BROADCASTING, March 1].

Sought under the original proposal, which Secretary Forrestal said was predicated upon informal advice from leaders of the public information media, was (1) a Security Advisory Council of approximately six members of the news media, to advise the defense leader on security matters in general, and (2) an Information Advisory Unit, set up by Secretary Forrestal within the national military establishment in Washington and operating 24 hours daily to answer inquiries on certain security subjects and to offer guidance to news media in use of material.

At the closed session in the Pentagon Bldg. a group of 22 representatives of information media heard the military viewpoints of Mr. Forrestal; Gen. Omar N. Bradley, Army Chief of Staff; Adm. Louis E. Denfeld, Navy Chief of Operations; Gen. Carl Spaatz, Air Force Chief of Staff; Maj. Gen. Alfred M. Gruenther, Joint Staff Director, and Dr. Vannevar Bush, Research and Development Board chairman.

Secretary Forrestal emphasized the need for remedial action within the military establishment to prevent "leaks"; the declassification of documents no longer considered secret; the establishment of unified policy among the various armed services for prompt release of technical information not endangering national security, and assumption by the information media of their responsibility in voluntarily refraining from publication of information detrimental to security.

Leaks Seen Inevitable

All the measures were described as necessary, but Secretary Forrestal told the conference that "it seems to me, . . . though the efforts of the military may be most sincere and painstaking, 'leaks' will undoubtedly continue to occur in this vast military establishment of ours."

Admiral Denfeld told the group that foreign agents working in the U.S. could get 80% of the information needed by their intelligence services concerning American developments simply by reading magazines, newspapers and official publications, leaving only 20% for which intelligence agents had to exert themselves.

No military officials attended a subsequent afternoon conference, but at the request of the earlier conference, three temporary consultants to Secretary Forrestal sat in. These were Jack Lockhart, assistant to the executive editor of the Scripps-Howard newspapers and former assistant to Byron Price, wartime censorship head; William Mathews, publisher of the *Arizona Daily Star*, Tucson, and Frank Kluckhorn of the *New York Times*.

The conference approved the suggestion of B. J. McKelway, Washington *Evening Star* editor, that the problem was too complex to be settled at the first meeting, and upon motion of Cranston Williams, general manager, American Newspaper Publishers Assn., a subcommittee of eight was appointed to give deeper study to the matter and report back to the conference within 30 days. The subcommittee will meet March 15.

Subcommittee members, in addition to Mr. McKelway, who was installed as ex officio chairman of

(*Continued on page 80*)

Five-Day Hearing Stirs Feeling FCC May Relent

Commission has no power to "decide or declare whether any lawful program or lawful type of program is in the public interest." His contention aroused extensive questioning, particularly from Chairman Wayne Coy and Comrs. Clifford J. Durr, Paul A. Walker, and E. M. Webster, who throughout the hearing challenged witnesses who questioned their right to any program consideration.

Morris Novik, radio consultant and former director of WNYC New York, felt stations should be allowed to editorialize but be compelled to seek out opposing viewpoints themselves if necessary.

Opposition to revocation of the Mayflower doctrine came from a number of organizations and individuals, among them James Lawrence Fly, chairman of FCC when the Mayflower ruling was issued.

Mr. Fly, speaking for American Civil Liberties Union, felt stations should provide equal time for discussions of opposing views on community issues but should not air their own opinions.

Charles A. Siepmann of Columbia U., who was chief writer of FCC's Blue Book; Saul Carson, radio columnist, and Girard Chester of Cornell testified on their own behalf against relaxation of the ban on editorializing. Organizations advocating retention of the doctrine included the Voice of Freedom Committee, Communications Workers of America, American Jewish Congress, Radio Writers Guild, National Farmers Union, and CIO.

John D. Sullivan, representing Advertising Federation of America, urged abolition of the Mayflower principle, while Morris L. Ernst, attorney, advocated editorializing with specific limitations. American Council of Christian Churches favored repeal of the 1941 edict. Rep. Emanuel Celler (D-N.Y.) said FCC "dare not backtrack" from the decision but said under questioning he would be agreeable to stations' editorializing if they were required to make time available for contrary viewpoints.

Running account of Monday-through-Thursday sessions follows; Friday session, page 90.

Monday Through Thursday Testimony at Mayflower Hearing

MONDAY

ABC's President Woods insisted that "operation in the public interest places a positive duty upon the broadcasters to editorialize vigorously whenever they believe that it is in the public interest to do so."

He felt many licensees would provide time for the discussion of opposing views—the course he said ABC would follow, if it should decide to editorialize—but he argued that "the licensee might conceivably still be operating in the public interest even though he deny the use of his facilities to opposing factions because other local stations or newspapers have, in his opinion, given sufficient publicity to their views."

For that reason he felt that "no regulations should be laid down which would require the licensee to present varying viewpoints."

"A radio station is only one of many effective means in any community for the expression of ideas," he told the Commission. "Newspapers may disagree; public speakers may disagree; direct mail campaigns may disagree; teachers utilizing their freedom to teach (and they are licensed, too) may disagree. These are some of the safeguards against any blackout of ideas."

Woods' Answer

Under questioning, Mr. Woods said that it might be necessary for the government to "step in," if the only station in a community consistently presented only one side of a public issue. But where there are several stations, he contended, the fairness of a single outlet is "not so important."

He anticipated no real problem in this respect, in view of the number of new stations in both AM and FM.

To questions from Comr. Durr, he said that in a community where there is one station and one newspaper he thought it might be proper for FCC to consider the views of the newspaper in determining whether the people had been given, between the two media, all sides of controversial questions.

Stanton's Views

President Stanton, of CBS, told the Commission that "the time is running out for those who would keep radio in a special compartment of artificial restraint." He continued:

> **The rapid rise of television and the advent of facsimile broadcasting are even now demonstrating anew the close kinship between radio and other media. . . . Television and facsimile will serve to tie more closely together the fields of the theatre and motion picture; of newspapers, magazines and books, and of radio.**
>
> **If it continues to perpetuate these artificial restraints, the Commission will find itself confronted by new problems arising from the showing of motion pictures on television, and from the transmitting of newspapers by facsimile.**

He reiterated that "radio should be as free as the press." But today, he said, it is "only half free." He charged that the Mayflower doctrine withholds from broadcasters a privilege "which is not denied to any other class of our citizens—except perhaps convicts confined in prison."

He maintained that the theory of a scarcity of frequencies—upon which CBS based its former opposition to editorializing—has been outgrown. Stations are no longer scarce, he declared, submitting statistics to show that they outnumber English-language daily newspapers 2 to 1 (3,690 stations and applications; 1,792 daily papers).

The CBS executive reported that the network had "experimented" with possible editorial formats from December 1946 until the spring of 1947. He presented a recorded editorial, balanced by a "letters to the editor" period, which was prepared during this period but never broadcast.

He warned that "editorializing is not the easy course." Many stations will not engage in it, he said, and others will handle it in different ways. By editorializing, he insisted, radio can "very much encourage public discussion and argument" and "help invigorate democracy." But he cautioned that there must be no compromises in FCC's decision—"no lingering limitations on the freedom of speech by radio."

When he referred to CBS' policy of presenting both sides, Comr. Durr interjected that "we've got to look at this question not in terms of personalities but in terms of responsibilities," and raised the question of the advisability of FCC licensing networks.

Comr. Durr wanted to know whether broadcasters could be depended upon to handle fairly, without legal compulsion, an issue of government taking over the operation of radio. Mr. Stanton replied that the overall benefits of editorializing would more than offset the effects of a few extreme cases to the contrary.

Concedes Scarcity

Under further questioning by Mr. Durr, he conceded that there is a "scarcity" of clear-channel frequencies and, under present allocations, of television channels.

Mr. Stanton maintained that government should have no regulatory authority over programming. If FCC is to be given any authority, he said, CBS would want it carefully spelled out by Congress.

He thought the law's equal-time requirements for political broadcasts are constitutionally "unsound."

Charles V. Rodrigues, assistant to the director of the Joint Religious Radio Committee, told FCC that the broadcaster "already has wide power to control the views expressed" on the air. If licensees

(*Continued on page 38*)

CBS President Frank Stanton on the stand.

NBC President Niles Trammell ponders a question.

Girard Chester, Cornell professor, differs with Cornell's views.

Attorney James Lawrence Fly, chairman of FCC when the Mayflower doctrine was handed down, waits to appear. ↓

Radiorama

↑ **KEYS** of the Ford station wagon are handed over to G. David Gentling (second from left), station manager of KROC Rochester, Minn., as the first prize in the national contest for the station's promotion of the NBC "Ford Theatre." Others present are (l to r): Walt Bruzek, KROC sales and promotion manager; R. P. Wood, Ford Motor Co.; William A. Chalmers, account executive, Kenyon & Eckhardt. KROC dropped 200 keys on street; awarded New York trip to finder for KROC door.

FIRST REMOTE show for The News television station, WPIX New York, is arranged by (l to r): Al Keifer, general manager of Queensboro Arena; Carl Warren, WPIX manager of news and special events; and Robert L. Coe, WPIX manager. WPIX takes the air June 15; Queensboro wrestling will be telecast June 17. ↑

NAG GAG nearly stopped show on KOPO Tucson as this Clydesdale beauty literally "plugged" the appearance of Goebel Brewing Co.'s hitch of horses in a rodeo. Announcer "Buss" Williams (center) introduced the 2,000 pound "Warrior" to → the audience.

THIS TRIO reviewed Yankee Network's latest television clinic over WNAC Boston. They are (l to r): William Forbes, television manager of Young & Rubicam; Linus Travers, Yankee executive vice president and general manager; and Lester Smith, network's director of special features. ←

IN PHILADELPHIA nearly everybody sees The Bulletin's new WCAU television transmitter through the 200-power field glasses at downtown corners. WCAU has two for "sidewalk superintendents." ↓

BROCHURE of "America's Town Meeting of the Air" is examined by Jacob Leichtman (seated, r), president of Modern Industrial Bank, program's sponsor as of March 2. Moderator George V. Denny Jr. (seated, l) holds brochure, as (l to r) Harry D. Adair, president of Metropolitan Advertising Co., and Murray Grabhorn, manager of WJZ New York and supervisor of co-op program sales for ABC, show their interest. ↓

POOLED VIDEO

Costs for Party Conventions

COSTS of the pooled television coverage of the Republican and Democratic national conventions at Philadelphia in June and July will total $27,250, according to a preliminary estimate of the industry committee in charge of video convention coverage.

Film coverage is estimated at $90,000, making a grand total of $117,250 for the combined video and film convention reporting. Special individual video program originations from the convention by the various networks and stations will be paid for individually and are not included in the pooled figures.

Breakdown of the estimated pooled cost includes: Personnel, wages, living and traveling expenses for five 16-hour days at each convention, or ten days in all —$3,200 for each network (CBS, DuMont, NBC), or a total of $9,600.

$320 a Day

Camera cost, at a rate of $5 per camera an hour, or $80 for a 16-hour day, with four cameras, making $320 a day, or a total for the ten-day period of $3,200.

Furniture rental, stenographic help, etc., is estimated at $4,000.

Pooled pickups outside the convention hall will be supplied by WFIL-TV Philadelphia, which estimates the overall cost as $2,000 for two five-man camera crews for ten days, plus $500 camera cost, or a total of $2,500.

Publicity costs are figured as totaling another $2,500, bringing the total costs to $21,800. Allowing 25% for contingencies, the grand TV total is set at $27,250.

These figures do not include the cost of distribution amplifiers, which DuMont may be able to lend to the pool without charge; installation of special lights, for which figures were not available; booth construction, which perhaps the political committees will pay for television as they did for sound broadcasting; production costs, which will not be charged against the pool, as each of the four networks (ABC, CBS, NBC and DuMont) will handle production for the same number of shifts.

Television stories, on other pages, in this issue:

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For television personnel changes, programs, etc., see various notes departments in this issue.

STOREVISION

8-Week Test to Start April 12

STOREVISION, a system of using closed circuit television to present commercial messages and other information to shoppers in department stores, will make its public debut April 12, when it starts an eight-week test operation at Thalheimers in Richmond, Va., it was announced last week by Samuel H. Cuff, president, Storevision Inc.

The storevision setup comprises a film chain pickup unit, including a television camera with movie and slide film projectors and a balopticіan for showing drawings and photos, with the sight-and-sound programs fed to receivers located at strategic points throughout the store. Twenty commercials, each taking 30 seconds and each limited to a single product, will be shown four times each hour, or 24 times in the contemplated six hours of daily operation.

A titled strip accompanying each commercial will show the location of the advertised merchandise in the store. The remaining time can be used for store promotion.

Explaining the system in a letter to stores, Mr. Cuff said: "Programs will consist of a constant repetition of selected merchandise, timed to catch the passersby with a strong appeal to buy the impulse-type merchandise displayed. It will not create crowds and thus traffic barriers. It will not disrupt the store's normal operation . . . The storevision tests are not designed to bring people into the store, but rather to sell more merchandise to the shoppers already in the store."

Company Bears Cost

All costs of the storevision installation and maintenance will be borne by the company, which will derive its income from the sale of the 30-second commercials to national manufacturers, the store receiving the system in exchange for the space. For the test tour a price of $200 a week has been set for each sponsored commercial, which will be put over the system 24 times a day or 144 times a week.

U. S. Rubber Co., a pioneer video advertiser, is the first sponsor signed by storevision, Mr. Cuff said. The company will sponsor four spots for the duration of the tour, which will include eight-week demonstrations at three other stores following the stay at Thalheimers. If these tests are successful, storevision hopes to install its systems permanently in stores throughout the country for year-round operation.

Adam J. Young Jr. Inc., station representative organization, has been named as national sales representative for storevision and will develop a special sales staff for this new type of advertising, Mr. Cuff said.

First interested in the use of television equipment for intra-store advertising when he was associated with Allen B. DuMont Laboratories, Mr. Cuff last summer ran the RCA Victor-Allied Stores Television Caravan, which took television demonstrations into 22 stores of the Allied chain.

New York U. survey of the tour concluded that intra-store demonstrations of material suitable for television promotion can produce sales increases up to 200% of normal and at the same time make the shopper feel that the store has made shopping easier. Such results, plus the enthusiasm of the stores visited by the caravan, encouraged Mr. Cuff to develop storevision, RCA to cooperate in the new venture, and U. S. Rubber Co., one of the advertisers sponsoring the caravan, to join the storevision test tour.

KGO Video Project Sanctioned by City

Planning Board Rezones Site; NBC Plans TV Outlet

SAN FRANCISCO, one of the few major cities in the nation without television, last week was given assurance of video entertainment in 1948.

KGO San Francisco, ABC-owned, on Feb. 26 won approval for its project from the San Francisco City Planning Commission.

Previously Mark Woods, in an address in San Francisco at time of KGO's power increase to 50 kw, had announced that ABC had purchased six acres of ground atop one of the city's highest peaks—Sutro Forest. This is in a residential area and dwellers in the adjacent region protested the rezoning of the ABC property for business use. Two hearings were held by the City Planning Commission.

The Commission finally agreed to the rezoning providing that trees and landscaping of the 6-acre wooded tract be left undisturbed. Transmitter facilities will be installed in the 15-room Sutro mansion on the property and a 500-ft. tower will be erected.

The site will not be used for origination of audience telecasts. It was revealed in the Planning Commission hearings that ABC is now negotiating for complete studio and office space in a main building of the proposed multi-million dollar World Trade Center in San Francisco.

The Sutro estate site is 903 feet above sea level and with erection of the 500-ft. spire, KGO-TV and KGO-FM will have an effective transmitting height of 1,403 feet.

Gayle V. Grubb, general manager of KGO, declared that actual installation of the video transmitter will start in a few weeks. There is a strong possibility, he stated, that KGO-TV will be on the air before December.

NBC's Video Plans

Frank E. Mullen, executive vice president and director of television for NBC, stated in San Francisco on Feb. 26 that the television station to be constructed by the *San Francisco Chronicle* will be NBC's affiliate. The transmitter is expected to be in operation in approximately one year. It will be built atop San Bruno Mountain, south of San Francisco.

Mr. Mullen also disclosed that plans are being made to transmit network television programs to the San Francisco area. The phone company is now setting up coaxial cables along the West Coast. Video programs, piped from Hollywood to San Francisco, can be expected within two years, Mr. Mullen declared at a meeting of the San Francisco Downtown Assn.

John W. Elwood, general manager of KNBC San Francisco and president of the Downtown Assn., presided at the luncheon meeting.

MUTUAL

Golenpaul Asks For $500,000

DAN GOLENPAUL, owner and producer of *Information Please*, last week filed suit for $500,000 in damages against MBS, charging the network with a detailed and categorical list of abuses allegedly practiced by Mutual in selling and presenting the cooperative quiz show. He indicated that he will not renew his contract with the network when it expires June 24.

Mr. Golenpaul charged the following violations of his agreement:

1. A substantial number of stations were broadcasting *Information Please* for commercial sponsors for whom no accounting was made.
2. Sponsors were accepted by Mutual without the producer's (Mr. Golenpaul's) approval.

Number of Stations

3. A substantial number of stations were not broadcasting the program at the scheduled time of Friday, 9:30 p.m. (EST), but instead were doing delayed broadcasts without producer's authorization.
4. Other stations did not carry the program at all and still others only sporadically and at irregular times, making it impossible for listeners to hear the show consistently.
5. Mutual permitted stations and networks outside its system to carry *Information Please* both commercial and sustaining without the knowledge and consent of the producers.
6. Continuity of the program was interrupted to accommodate spots.
7. Mutual permitted FM stations to carry the show in direct violation of the agreement.
8. Opportunities for the show to obtain a single sponsor for the complete regional networks affiliated with Mutual were lost when MBS permitted individual stations of these regional networks to make sales. Such sales were made in violation of a specific agreement not to do so and without the knowledge and consent of the producers.

These allegations, Mr. Golenpaul says, are backed up by information obtained by the Ross Federal Service, which he retained "to conduct a thorough survey and analysis of the *Information Please* presentation over Mutual." The survey showed, Mr. Golenpaul said, "that more than 100 of the Mutual stations . . . were committing acts in violation of the agreement.

The suit, he said. "will not affect the position of sponsors who will continue to the expiration of the contract."

MBS officials would not comment on the matter, beyond saying that they are "studying" Mr. Golenpaul's charges. The network has two weeks remaining to file a reply.

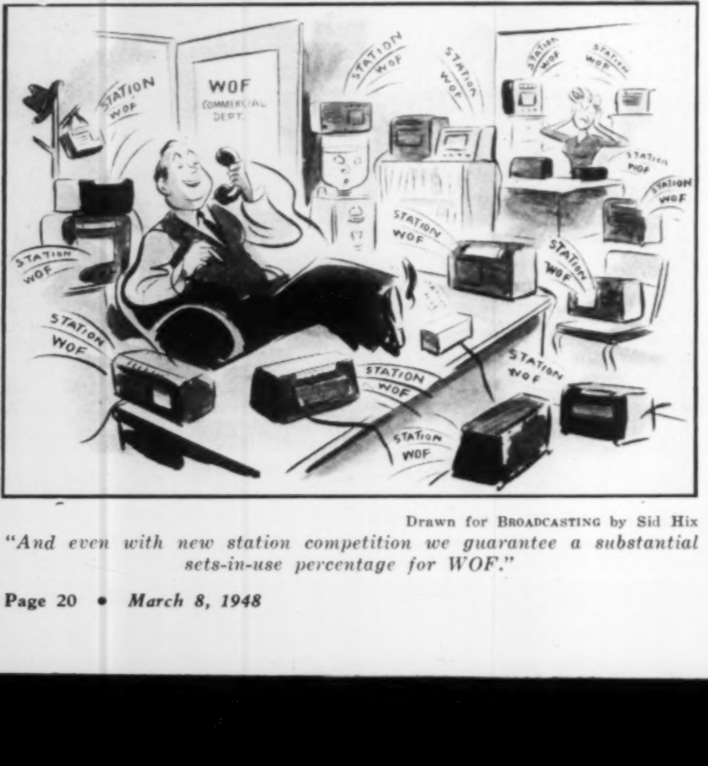
Schroeder, DFS Buyer, Victim of Heart Attack

LESTER H. SCHROEDER, 54, radio timebuyer since 1942 at the Chicago office of Dancer-Fitzgerald-Sample Inc., died March 2, following a heart attack.

Mr. Schroeder was in the agency's New York office before coming to Chicago. Before joining D-F-S, he was with Compton Adv.

He is survived by his wife, Myrtle; two daughters, and his mother, Isabelle, and a brother.

F. & M. SCHAEFER Brewing Co., Brooklyn, has sewed up five-minute period immediately preceding telecasts of Brooklyn Dodgers games on WCBS-TV New York this season, although no contract had been signed last week pending selection of program material from among the various offerings of BBDO, New York, Schaefer agency.



Drawn for BROADCASTING by Sid Hix

"And even with new station competition we guarantee a substantial sets-in-use percentage for WOF."

Lawyers Consider Suing Zenith

POSSIBILITIES of legal action by MBS in its controversy with Zenith Radio Corp. over sponsorship of the Mutual *Newsreel* show were being considered by the network's Chicago counsel last week, according to Executive Vice President Robert D. Swezey.

Mr. Swezey said the attorneys would make the decision.

Meanwhile it was learned in Chicago that the nightly *Newsreel* had been dropped by Zenith from consideration as commercial fare because of its reported failure to measure up to "certain rating standards" during the so-called test period from Feb. 2-15.

The test campaign was extended three days and then cancelled outright, it was learned.

(Earlier an agency spokesman denied that the agency had tendered any contract specifically committing the radio firm to sponsorship of the news program.) A Zenith spokesman said "the fir has no statement to make at thi time."

The program tentatively wa scheduled for Zenith sponsorship March 1 after a month's airing o a sustaining basis by the networ According to the plan, distributor were to share in an estimat time-and-cost figure of more tha $1,000,000 after the network r portedly had lined up appro mately 100 affiliates behind t news program.

The radio production had i premiere Feb. 2 on MBS. It dra on the full facilities of 479 opera ing MBS stations, as well as up five national news bureaus, inte national broadcasting organiza tions and wire and radio hookup

Recent broadcasts have include such features as an address b Britain's Prime Minister Cleme Attlee, Sir Harry Lauder's we coming address on the arrival o New England's food ship at Gla gow, Scotland, a special A Wednesday talk by Pope Pius X from the Vatican and the story o the delivery of triplets by a Syr cuse, N. Y., doctor.

Show is produced by Arth Feldman, written by Jack Fer and directed by Mert Koplin.

DISC BARGAINING

Standard Asks AFM

JAMES C. PETRILLO, AFM president, was asked last week to bargain collectively by March 22 with Standard Radio Transcriptions Inc. or else to notify the company if there is another proper bargaining agent for the union's musicians [BROADCASTING, Feb. 23, March 1].

The demand, submitted by Gerald King, Standard president, came on the eve of March 8 resumption of negotiations between the major networks and the union's bargaining committee. These negotiations had been suspended Feb. 1.

Hope for agreement on contract provisions before the 60-day truce between networks and AFM expires March 31 was apparent among members of the Industry Music Committee. While members pointed out that they do not actually negotiate with AFM, many of their number are taking part in negotiations.

Discussions prior to Feb. 1 were reasonably cordial, they recalled, but thus far the AFM head ha not indicated what his contract de-mands will be. During the tru FM stations are permitted to d plicate.

Though no official word has bee given out, feeling was appare among union leaders and broa casters alike that the chance f agreement on television perform ances by musicians have brigh ened. During the truce period, i is believed, the AFM president ha had a chance to study potential ties of TV as a source of jobs fo musicians as well as opportunit to draw up a wage scale for ne gotiating purposes.

The new move by Standard Radi is said to be designed to resolv the work stoppage in the tra scription field. This stoppage i defined as a strike in Taft-Hartl Act language, according to Sta ard Radio, and it follows the r fusal of four musical units, und contract to transcribe for Sta

(*Continued on page 83*)

FCC FEBRUARY REPORT

FCC MONTHLY report for February shows that as of Feb. 29 the status of broadcast station authorizations and applications was as follows:

	AM	FM	TV
Total authorized	1,969	1,007	9
On the air	1,689	426[1]	1
Licensed	1,599	103	
Construction permits	370	727	8
Conditional grants	----	177	--
Total applications pending	1,444	291	17
New station applications	613	149	14
Requests to change existing facilities	306	6	--
Deletion of permits in February	2	7	--
Deletion of licenses	----	----	--
Deletion of conditional grants	----	2	--

---

[1] Includes 25 conditional grants and 198 CPs.

Not what you think!

No, the National Capitol is not on fire. It's just firemen giving the building a good cleaning with a strong stream from a fire hose. It's being done just before the opening session of Congress.

Our radio point is a cinch from here on in.

Some say 1948 is an unpredictable year. Business may be good. It may be bad. But one thing is sure!

You, who are responsible for sales by radio advertising, ought to houseclean your radio lists!

Are you giving the client every cent's worth of his dollar? Are you getting the kind of results that keep him happy?

We can speak only about Baltimore radio. Put the hose on your radio list in this town and when you've got it all shiny and clean, one fact will stick out . . .

It is W-I-T-H that gives you more listeners-per-dollar-spent than any other station in town.

Get those pumps working . . . time is getting short!

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented by* Headley-Reed

CBS ASSIGNS LANDRY TO SECRETARIAL POST

ROBERT J. LANDRY, formerly director of the CBS Division of Program Writing, has been named to the new post of secretary to the program board of the network, it was announced last week by Frank Stanton, CBS president.

The position was established "as part of the expansion of CBS activities linking its radio and television programming with the growing and complex social needs of communities and the entire nation," according to Mr. Stanton.

Mr. Landry also will be responsible for producing a series of CBS educational films dealing with the problems of present-day communication and other related material.

Head of the network's program writing division for the last five years, Mr. Landry has supervised the CBS dramatic series, *Studio One*, since its inception a year ago. He has directed New York U.'s Summer Radio Workshop for the last six years.

WPIX Arranges Show

WPIX New York, video station of the *New York News*, provided a program for a sponsor on March 1, although the station will not go on the air until June 15. WPIX arranged for the Golden Gloves Tournament of Champions, presented in New York by the News Welfare Assn., to be telecast by WABD New York with Winston Television & Radio Corp., household appliance dealer, as sponsor. Proceeds were shared by WPIX, WABD and the News Welfare Assn.

Station Brokerage Dept. Added by Liebling & Co.

RADIO STATION brokerage department has been added by the Washington, D. C., real estate and business brokerage firm of Liebling & Co. Inc., Joel R. Liebling, president, announced last week.

Bernard K. Johnpoll, station applicant at Biddleford, Me., and former sole owner of WVOS Liberty, N. Y., is to head the new station brokerage department. Firm also has added Charles L. Hellman, attorney, and Stuart Bonwit, radio engineer.

Mr. Hellman has been in general law practice in Washington and Philadelphia. Mr. Bonwit has been in radio engineering, including television, for more than 10 years. Mr. Johnpoll at one time headed his own radio economics consulting firm in Washington.

Unbeatable Combination

SCOTCH
SODA

CBS
WGST
ATLANTA
Georgia's 2nd Station in Family Coverage
According to Broadcast Measurement Bureau

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

TWO TELEVISION transmitters and ass ciated studio equipment are ordered b Frank Marx (seated), ABC vice presiden in charge of general engineering, fro General Electric Co. for the network video stations in San Francisco (atop M Sutro) and Los Angeles (atop Mt. Wilson Equipment is scheduled for delivery i September, with expectations that bot stations will begin operations before en of year. Howard Manderbach (l), New York district manager of GE electronic department, and Howard Perdiue, New York transmitter sales representative o GE, were on hand for arrangements

TV APPLICATION PUTS ESTIMATED COST LOW

COST and population figures which are among the lowest ever involved in a commercial television appli cation are contained in an appli cation filed with FCC last Monday by KVEC San Luis Obispo, Calif

The community has an estimate 20,000 population. Installation KVEC's video affiliate is expecte to cost $71,500. By comparison, the "average" estimated cost in television applications ranges between $150,000 and $300,000.

With no immediate plans for equipment to originate local live programs, the proposed station would rely wholly on films at first, picking up network programs when inter-city relay facilities become available. San Luis Obispo lies midway between Los Angeles and San Francisco; station officials hope eventually to use programs originating in both cities.

Spokesmen reported that a survey of business interests in th community had indicated initia revenues would average $1,00 monthly. Expenses are expected t approximate $18,600 a year.

The application is for Chann 3 (60-66 mc)—a community-static channel—and was filed by Reed Rollo of the Washington office Kirkland, Fleming, Green, Mart & Ellis, counsel for KVEC.

ANA Spring Meeting

SPRING MEETING of the Ass of National Advertisers will held April 12-14 at the Drake H tel, Chicago, ANA announced las week. J. Ward Maurer, director advertising and merchandising f the Wildroot Co. and an ANA di rector, is chairman of the progra committee. The annual ANA mee ing is to be held Oct. 18-20 i Atlantic City.

AN *Impromptu Story*

BY WGN OF CHICAGO

Want to hear a really good story . . . one you can tell your wife or client . . . how about this:

Recently a traveling salesman (this one traveled by air) made a spontaneous, impromptu mention of an item unrelated to his sales effort . . . the mention was over WGN at 10:15 pm on Sunday, February 1, on a quarter-hour show called "Your Answer, Please," sponsored by Nelson Brothers, prominent Chicago retailers . . . specifically, here's how the mention was casually brought into an interview by Holland Engle, WGN's Question Man, in his program from the Chicago Theatre:

ENGLE: "Can you give me the recipe for Divinity Fudge?"

LADY INTERVIEWEE: "I never heard of it." (And she was a cook, at that!)

ENGLE: "Thank you, anyway. I'm quite sure I'll get it—maybe somebody will send it to me."

That was all . . . but what happened . . . within a week Engle had received *661* recipes for Divinity Fudge (as well as 32 boxes of the stuff) . . . and here's the important significance of this. These 661 recipes came from *26* different states and Canada . . . from New York to Montana and from Alabama to Canada (4 different Provinces in Canada were heard from).

(Incidentally, this story is typical of WGN!)

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4

S.R.O.

WHAM WHFM
Rochester Radio City
THE STROMBERG-CARLSON STATIONS
TOURS AND BROADCASTS

Before Doors Open

ROCHESTER RADIO CITY

Tours and Programs Booked Solid 3 Weeks in Advance

Here is further proof of WHAM leadership.

Originally "Open House", celebrating the opening of the million dollar home of WHAM and WHFM, was scheduled for one week, February 14-22. But, because so many thousands more than could be accomodated requested tickets to tours and broadcasts, even before the opening . . . "Open House" was extended indefinitely.

Here is proof positive that WHAM enjoys a leadership with the radio families of prosperous Western New York that is second to none . . . here again is proof that when it comes to drawing power . . . "WHAM TOPS THEM ALL."

WHAM
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representative
GEORGE P. HOLLINGBERRY CO.
"The Stromberg-Carlson Station"

CAB MEETING

Policy on NARBA to Be Set Up

By JAMES MONTAGNES

PREPARATORY to meeting of delegates from North American Regional Broadcasting Agreement countries at Montreal starting next August, Canadian broadcasters plan to set up a policy to recommend to the Dept. of Transport and Dept. of External Affairs at Ottawa at this week's annual meeting of the Canadian Assn. of Broadcasters at the Chateau Frontenac, Quebec.

The four-day meeting opens today, and the morning session of March 10 is to be devoted to airing views of Canadian broadcasters on the international broadcasting agreement, following election of CAB officers.

Canadian broadcasters feel that the forthcoming NARBA meeting is even more important than the original meeting setting up the Havana Treaty in 1936. Under present Havana Treaty rulings Canadian stations are limited in power on clear channels because they are within 650 miles of the international border.

A proposal to recommend a policy which would allow clear channels to be broken down to allow more power for existing stations will be debated. Some broadcasters feel that Canadian stations stand to gain if clear channels are broken down to allow stations closer to international borders to increase power. There is a general feeling that existing stations should be given advantage before newcomers if such a change is made.

CAB also will discuss entertainment plans for NARBA delegates.

CAB convention will be attended by about 300 persons, advance registrations at the Chateau Frontenac and at CAB headquarters at Toronto indicate. Meetings will take up not only CAB business, but also policy for the forthcoming Parliamentary Radio Committee sessions, public relations campaign, price mention situation, rate structure, giveaways, copyright fees, new radio research and musician problems.

The Bureau of Broadcast Measurement will hold its annual meeting at the same time, part of the opening session today having been set aside for this purpose.

A large contingent of American broadcasters will be present at the CAB meeting, advance registrations indicate. All four networks will be represented, as well as Broadcast Measurement Bureau and Broadcast Music Inc.

A feature of the convention will be the display of transmitters, both AM and FM, and control room and recording equipment. Principal exhibitors will be Canadian General Electric, Canadian Marconi, Northern Electric, Federal Electric Mfg., RCA Victor, Walter P. Downs Ltd., J. R. Longstaffe Ltd., Associated Screen News and Canadian Electrical Supply. Exhibits will be located on main floor of the hotel.

The convention will choose successors for two key executives, following resignations of the CAB manager and engineer, Henry S. Dawson, and the director of broadcast advertising, Doug Scott. James T. Allard, CAB director of public service, has been mentioned as a possible successor to Mr. Dawson as manager, with an engineer to be picked from among stations or consulting engineers recognized by Dept. of Transport.

CAB directors will give luncheon March 9 for directors of Canadian Radio Manufacturers Assn. At a luncheon today R. A. Hackbusch, Stromberg-Carlson Co., Toronto, a member of CRMA technical committee, will talk on FM and TV development in Canada.

Annual dinner on March 9 will be addressed by Charles S. Watson, public relations director of Canadian Breweries Ltd., on the subject of public relations.

Registration for CAB Sessions—March 10-14

A

James L. Alexander; J. T. Allard, CAB; A. E. Allen, W. M. Armstrong, Canadian National Telegraphs; C. A. Arnot, C. W. Wright Co.; J. P. Aston, Northern Electric Co.; Eric C. Aylen, CJAT.

B

John E. Baird, Canadian Industries Ltd.; Michael Barkway, BBC; R. L. Barnes, CJCA; Mr. and Mrs. J. Beardall, CFCO; G. C. Bennett, Canadian Pacific Telegraphs; P. H. Bennett, United Kingdom Information Office; Raymond Benoit, CKCH; Fernand Bergevin, CHLP; V. Bernard, CHNC; Lucien A. Bernier, CKCV; C. A. Berthiaume, CHLP; E. K. Bertrand, Press News; Miss J. Berube, Vickers & Benson; L. W. Bewick, CHSJ; A. Boisvert, Mason's United Adv. Agency; Wm. C. Borrett, CHNS; Georges Bourassa, CKAC; R. T. Bowman, CKMO; Mr. and Mrs. S. Boyling, CHAB; Otto P. Brandt, ABC; R. M. Brophy, Rogers-Majestic Corp.; Margaret Brown, Marketing; T. Brown, CFPL; Henry B. Burgoyne, CKTB; W. B. C. Burgoyne, CKTB; Mrs. L. Burke; Arthur Burns, Associated Broadcasting; Bob Burton, BMI; W. D. Byles, Spitzer & Mills.

C

A. M. Cairns, CFAC; S. W. Caldwell, All-Canada Radio Facilities; Robert J. Campbell, J. Walter Thompson Co.; J. E. Campeau, CKLW; Mary Cardon, J. Walter Thompson Co.; G. Caron, CJBR; W. G. Carpentier, H. N. Stovin & Co.; Dan Carr, Guild Productions; H. R. Carson, CFAC; Gordon L. Carter, CFCN; W. J. Carter, CKLW; G. C. Chandler, CJOR; Stan Chapman, CKNB; K. G. Chisholm, RCA Victor; John K. Churchill, BMB; Henry Clochessy, Compton Adv.; N. Cloutier, NBC; J. H. Coalston, CJNB; Don Cooke; Hal Cooke, CKEY; Paul E. Corbell, Spitzer & Mills; W. T. Cranston, CKOC; Harold Crittenden, CKCK; G. A. Cromwell, CHSJ; J. S. Crosbie, Dancer-Fitzgerald-Sample; W. T. Cruickshank, CKNX.

D

W. A. Dales; Vern Dallin, CFQC; Jack Davidson, Northern Broadcast Sales; Harry Dawson, CAB; M. Deakins, RCA Victor; R. R. Desaulniers, Canadian Marconi; Walter P. Downs; J. M. Duggan, Press News; A. D. Dunton, CBC; Mary Dunlavey, Pedlar & Ryan; V. Dyer, MacLaren Adv. Co.

E

L. A. W. East, Canadian Pacific Communications; Fred Eaton, Canadian Marconi; Charles Edwards, Press News; M. Elliott, Canadian Marconi Co.; Walter Elliott, Elliott-Haynes; Frank H. Elphicke, CKWX; W. S. Emery, Canadian Pacific Communications; Walter Engwer, Hutchins Adv. Co.; T. A. Evans, CAB.

F

F. Fangmier, Masons United Adv. Agency; Hugh M. Feltis, BMB; Wm. Fleischman, Benton & Bowles; Frank C. Flint, McKim Adv.; Mr. and Mrs. H. H. Flint, CKSF; Chas. J. Follett, BBM; Harry E Foster, Foster Agency; Mr. and Mrs. C. A. Franco, Young & Rubicam; H. C. Freeman, Northern Broadcasting; L. Frierson, Ruthrauff & Ryan.

G

Gerry Gaetz, CKRC; F. R. Gamble, AAAA; Jean Garceau, Walter P. Downs Co.; A. L. Garside, CJGX; E. T. Gater, Sterling Drugs of Canada; A. Gauthier, CHLT; P. H. Gauthier, Ajax Engineering; P. H. Gayner, All-Canada Radio Facilities; M. Goudrault, CBC; D. A. Gourd, CKRN; S. E. Gourlay, Vickers & Benson; C. Greenland, Associated Program Service; S. D. Gregory, Cockfield Brown; Wm. Guild, CJOC.

H

R. A. Hackbusch, Stromberg-Carlson; Kolin Hager, SESAC; A. M. Haig, CJBQ; Burt Hall, All-Canada Radio Facilities; G. Halnan, Masons United Adv.; W. D. Hannah, Cockfield Brown & Co.; J. A. Hardy; C. W. Hart, Procter & Gamble; Miss H. Hartwig, Ruthrauff & Ryan; R. W. Harwood, Cockfield Brown; Mr. and Mrs. Carl Haverlin, BMI; G. F. Hayhurst, F. H. Hayhurst Co.; B. Hayward, Ronalds Adv. Agency; S. Haynes, Compton Adv.; L. D. Headley, RCA Victor; Gordon Henry, CJCA; G. F. Herbert, All-Canada Radio Facilities; R. W. Hofstetter, Northern Broadcast Sales; H. E. Holloway, Canadian General Electric; Dr. Charles Houde, CKNB; L. A. B. Hutton, Canadian National and Canadian Pacific Communications; D. L. Howard, Canadian Pacific Communications.

I

C. R. Irvine, CHOK.

J

K. Jadassohn, SESAC; Emile Jean, CHLN; Chas. Jennings, CBC; Ruth Jones, Benton & Bowles; A. H. Joseph, RCA Victor; Ralph Judge, H. N. Stovin & Co.

K

G. F. Keeble, F. H. Hayhurst Co.; E. F. Kavanagh, CJAD; Ann Keegan, Compton Adv.; H. J. Keenan, Northern Electric Co.; F. Kemp, Compton Adv. Co.; George Kern, Benton & Bowles; R. Keyserlingk, British United Press; J. B. Knox, RCA Victor.

L

Phil Lalonde, CKAC; Paul L'Anglais, Radio Programme Producers; C. O. Langlois, Lang-Worth Programs; Jean Lawler, Sullivan-Stauffer-Colwell & Bayles; R. W. Leclair, CJEM; Henri Lepage, CHRC; Paul Lepage, CKCV; Louis Leprohon, CKSB; R. C. Leslie, Canadian Bridge Co.; Dick Lewis, Canadian Broadcaster; G. L. Liddle, CKCR; P. C. Logan, Cockfield Brown Co.; E. G. Lomas, Federal Mfg. Co.; J. A. Love, CFCN; Bert Lown, Associated Program Service; G. C. Lloyd, Canadian General Electric; E. B. Lyford, NBC; Fred Lynds, CKCW.

Mc

A. A. McDermott, H. N. Stovin & Co.; F. MacDonald, CJCH; R. McGuire, National Programs; Pete McGurk, Weed & Co.; P. T. McLean, Canadian Pacific Communications; Don McKim, All-Canada Radio Facilities; Keith A. Mackinnon; R. M. McMillan, Canadian Na-

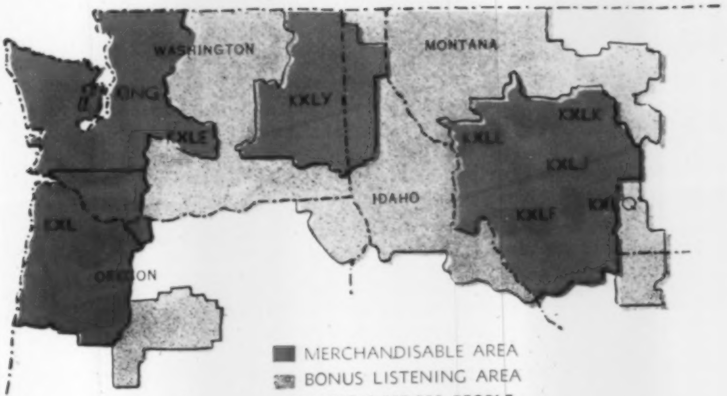
(Continued on page 68)

IS... there a DOUBTING THOMAS in the house?

SEE PAGE 60

HERE'S THE

New Look


WASHINGTON
MONTANA
IDAHO
OREGON
KING
KXLE
KXLY
KXL
KXLL
KXLK
KXLJ
KXLF
KXLQ
▨ MERCHANDISABLE AREA
▨ BONUS LISTENING AREA

SERVING 3,835,800 PEOPLE

Complete Coverage of the Pacific Northwest

with a

Single Contract

PACIFIC NORTHWEST BROADCASTERS

P. O. BOX 1956, BUTTE, MONTANA
SYMONS BUILDING, SPOKANE, WASHINGTON
ORPHEUM BUILDING, PORTLAND, OREGON
6381 HOLLYWOOD BOULEVARD, HOLLYWOOD, CALIFORNIA
SMITH TOWER, SEATTLE, WASHINGTON

THE WALKER CO.—551 FIFTH AVENUE, NEW YORK CITY—360 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS
330 HENNEPEN AVENUE, MINNEAPOLIS, MINNESOTA—10 WEST 10TH STREET, KANSAS CITY, MISSOURI

Birds Eye Starts Prize Contest on 'Girl Marries'

THE FIRST consumer prize contest of Birds Eye Frosted Foods in its 17-year history, launched by the Birds Eye-Snider Division of the General Foods Corp., New York, started March 1 and will run through April 10. The contest, offering $10,000 in prizes, will be promoted in all key merchandising centers throughout the country, and on General Food's co-op program *When a Girl Marries* (NBC Monday through Friday, 5-5:15 p.m.).

Contestants are asked to complete the sentence, "I serve Birds Eye Peaches because . . ."; $2,500 is offered as the first prize. Other prizes are $1,000, second; $500, third, $100, next ten and $10 the next 500. Entries must contain a box top from Birds Eye frozen peaches, plus the name of the local dealer.

ADVERTISER, network and station personnel held a luncheon recently to celebrate return of Shell Oil Co. to sponsorship of 5:45 p.m. news period on WMAQ Chicago, (Mon-Fri.). Seated (l to r): John Holtman, WMAQ commentator; C. W. Shugert, assistant advertising manager, Shell Oil Co., New York; Oliver Morton, manager, NBC Central Division national spot sales department; G. E. Keister, sales manager, Shell Chicago division; V. F. Nightingale, sales promotion and advertising manager, Shell Chicago division. Standing (l to r): Jules Herbuveaux, newly appointed manager of NBC Central Division's television department; Norman Berry, commercial announcer on the WMAQ show; Len O'Connor, division news editor, and Harold Smith, WMAQ sales promotion manager.

over 105 YEARS consistently working for ktsa

CBS in San Antonio

No—not ONE person . . . but ten top-flight key radio people with years of "know-how."

Young in age but old in experience. Consistent in basic radio station operation—but constantly alert to new radio techniques. Yes, here's over 105 years of combined effort. It's the key line-up of the KTSA broadcasting team serving South Texas advertisers and listeners.

- BILL EGERTON, Chief Engineer
- BOB HOPPER, Chief Control Room Engineer
- JIM GALLAGHER, Chief Transmitter Engineer
- GEORGE W. JOHNSON, General Manager
- REX PREIS, Assistant Manager
- FRED TEED, Auditor
- ESTON PACE, News Editor
- BETTY JANE McHUGH, Traffic Manager
- VIOLET SHORT, Continuity Chief
- LUCILLE PETERS, Secretary

"CBS In San Antonio For 19 Years"

ktsa 550 k.c. "FREQUENCY Plus POWER"

TAYLOR-HOWE-SNOWDEN Radio Sales

Titus Group Trial Set for March 22

Alleged Violation of Calif. Law Will Be Decided

MARCH 22 was set last week by the Superior Court in San Francisco as the trial date for Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Husband, principals in North American Broadcasting Service Inc., on charges of violating the California Corporate Securities Act [BROADCASTING, Jan. 26].

Indictment by a San Francisco County Grand Jury in January followed a six-month investigation by the State Corporation Commissioner's office into operations of North American Broadcasting Service. The inquiry was said to have revealed alleged sale of stock in California without authorization from the Commissioner's office, as required by law.

North American Broadcasting Service was Mr. Titus' first organization looking toward a "fifth network." His current Radio America Inc., like its predecessor, is a Nevada corporation with offices at Denver. In between the two was United Radio Systems of America formed in March 1947.

Prior to the indictment, Mr. Titus had predicted that his "fifth network" would get underway May 15 with about 250 affiliates, about 70% of whom were already committed to other networks. Long range plans called for 3,000 affiliates and ability of the organization to process FCC applications and install facilities.

Trial will be by jury in the court of Superior Judge Albert C. Wollenberg.

HUGH SMITH OF WLAU NAMED MBA PRESIDENT

NEW OFFICERS were elected by the Mississippi Broadcasters Assn., and present officers were retained by the Louisiana Assn. of Broadcasters during separate meetings of the groups at a joint conclave held Feb. 27 and 28 at International House, New Orleans.

Hugh Smith, WLAU Laurel was elected president of the MBA. Other new officers named were Bob Wright, WTOK Meridian, vice president; Bob Evans, WELO Tupelo, secretary - treasurer. New board directors include Wiley Harris, WJBX Jackson, C. J. Wright, WFOR Hattiesburg, and Emmett McMurry, WJPR Greenville.

The LAB group retained their present officers because the organization has been active for less than a year. The Louisiana group will hold a meeting at Baton Rouge, La., in August. Host stations will be WJBO, WLCS and WLSU, all of Baton Rouge.

James E, Gordon, WNOE New Orleans, president of the LAB, acted as chairman of the joint meeting, attended by about 60 members.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

March 1, 1948

To the PRESS and RADIO:

There is probably no business, outside the business of government, which touches so many people in so many ways as the railroads. As a result, questions about the railroad business are of interest and concern to all of us. Some of these questions I hope to discuss with you from time to time through the pages of BROADCASTING. First, let's talk about railroad passenger service.

Railroad passenger traffic today is double what it was just before the war. At that time, railroads were well along on the program of improving passenger equipment which was started back in the early 1930's. They had air-conditioned most of the regularly assigned cars in through service. More than 600 new-type lightweight sleeping cars had been built and about 150 streamlined trains were in service.

War stopped passenger car building, but after the war the railroads promptly ordered more than 4,000 modern passenger-train cars. So far, it has been possible to get delivery of about 1,600, mostly coaches. Among those yet to be delivered are 1,000 new sleeping cars, principally of the all-room type. Until more of these new cars are built, the demand for reservations, particularly for room space in sleeping cars, will continue to be greater, in some areas, than the supply.

Meeting a pressing demand with what is at the moment an inadequate supply of sleeping car accommodations is complicated by the fact that travel plans change, frequently at the last minute. The result is that space on trains previously reported sold out often becomes available shortly before departure, and there may even be empty space on such trains, due to late cancellations. Trains, moreover, usually leave from or arrive at terminals with some empty space for the occupancy of passengers to and from intermediate stations.

Railroads want the passenger to have the space he desires, and also want to avoid the loss of revenue in hauling space empty which could have been sold. That's one reason why they have in many cities uptown ticket offices where plans for trips and reservations usually can be made, and tickets and space purchased, more conveniently than at the ticket windows in stations. And that's why they are on the lookout for improvements in reservation practices which would be practical for general application, covering reservations for a great number and variety of trains, origins and destinations, rather than such as are applicable to limited and local situations.

The fact that railroads have ordered 500 million dollars' worth of new passenger train equipment is but one part of their effort to raise passenger service to better than pre-war standards. They have also undertaken active training programs, based on realization that the welfare of the railroads and of those who work for them is tied up with service to the public. These programs are enlisting the interest of passenger service employees, both on the trains and in ticket offices and stations.

Railroads and railroad men have a pride in their jobs. They know that a great part of the public looks to them for a dependable way to go places. They realize that an overwhelming majority of the people judge them by passenger service. And so, while they are hauling more tons of freight more miles than ever before in time of peace, they are at work to see that the passenger shall get the service he wants, and which the railroads want him to have.

Sincerely,

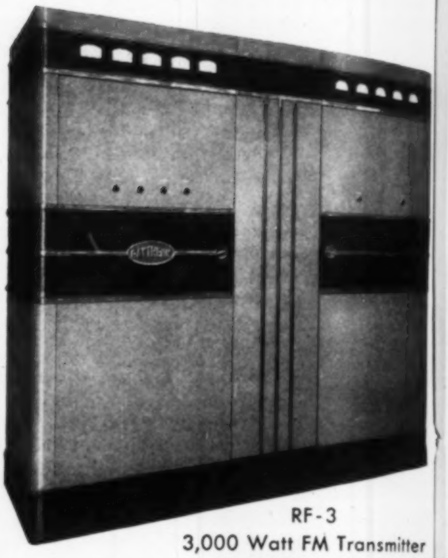
William T. Faricy
President

Look to RAYTHEON For *all* your needs

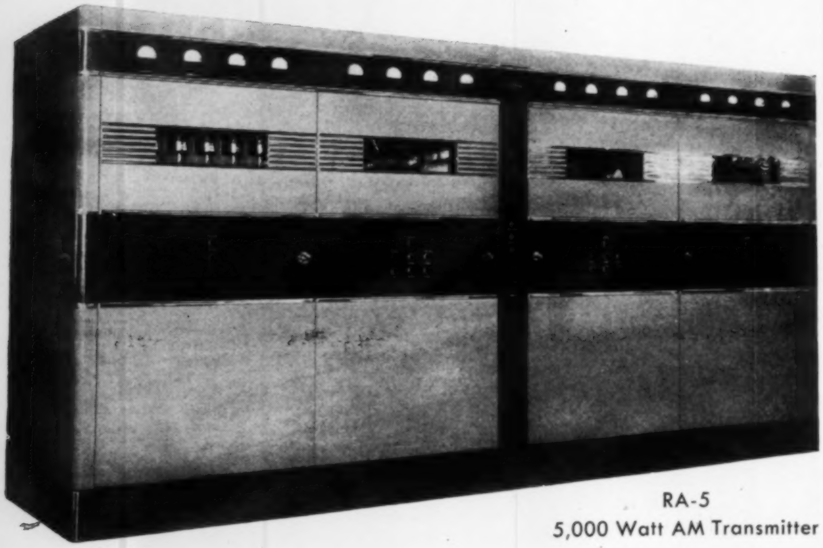
TRANSMITTERS

FM transmitters, 250 to 10,000 watts, incorporating Raytheon Cascade Phase Shift Modulation.

AM transmitters, 250 to 10,000 watts.



RF-3
3,000 Watt FM Transmitter



RA-5
5,000 Watt AM Transmitter

RAYTHEON
Excellence in Electronics

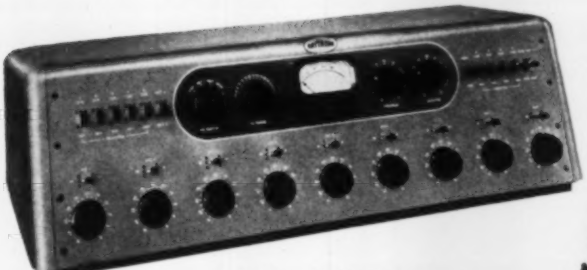
RF-250
250 Watt FM Transmitter

STATION EQUIPMENT

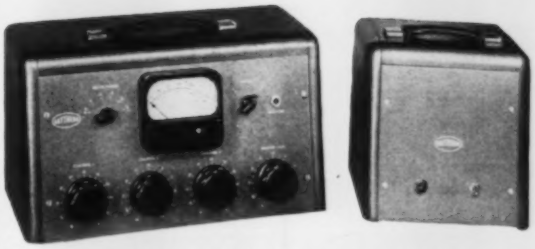
COMPLETE INSTALLATIONS for stations of any power, either **FM** or **AM**, including antenna, antenna network, tower, frequency and modulation monitors, voltage stabilizers, transcription players, and pickups, recorders, microphones, microphone plugs and connectors, microphone stands, audio rack equipment, speaker and speaker cabinets, relays and "On Air" lights, coaxial cable and wire, cable fittings, replacement tubes, etc.

Write for complete information and quotations.

FM, AM or TV
SPEECH INPUT EQUIPMENT



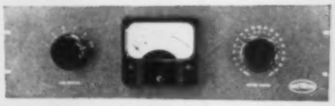
RC-11—Studio Console



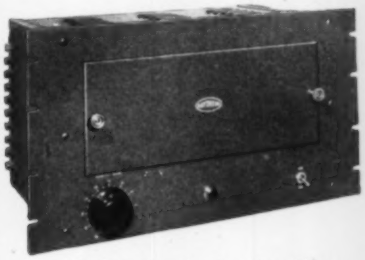
RR-30—3-Channel Remote Amplifier

RPC-40—Portable Consolette

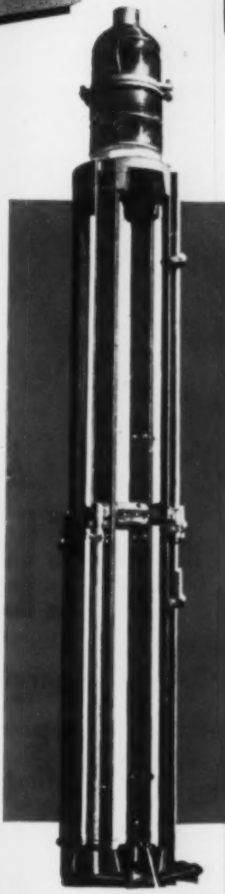
RL-10—Volume Limiter



RV-10—VU Meter Panel



RM-10—Monitoring Amplifier
RP-10—Program Amplifier



The New RAYTHEON Type RFW
FM ANTENNA

No icing problem, high gain, low cost, easy to install, perfect radiation, low wind loading.

RAYTHEON MANUFACTURING COMPANY

COMMERCIAL PRODUCTS DIVISION

WALTHAM 54, MASSACHUSETTS

Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories

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CHICAGO 6, ILLINOIS
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COZZENS & FARMER,
222 West Adams Street
Ran. 7457

LOS ANGELES 15, California
Emile J. Romo
1255 South Flower Street
Rich. 7-2358

SEATTLE, WASHINGTON
Adrian VanSanten
135 Harvard North
Minor 3537

CHATTANOOGA, TENNESSEE
W. B. Taylor
Signal Mountain
8-2487

DALLAS 2, TEXAS
Howard D. Crissey
414 East 10th Street
Yale 2-1904

NEW YORK 17, NEW YORK
Henry J. Geist
60 East 42nd Street
Mu. 2-7440

WASHINGTON 4, D. C.
Raytheon Manufacturing Co.
739 Munsey Building
Republic 5897

EXPORT SALES—Raytheon Manufacturing Company, International Division, 60 East 42nd Street, New York 17, N. Y., Mu. 2-7440

Program Hoopers Pocket Piece Adds 4 Features

FOUR FEATURES were added to the program Hooperatings pocket piece with the Feb. 29 issue: Average program Hooperating for each network, reported for individual evenings, for all evenings combined and for Sunday afternoon; minutes of sponsored time for each network, reported like the average ratings for individual evenings, all evenings and Sunday afternoon; average rating by program types, formerly reported only three times a year, now a monthly feature of the pocket piece; non-network rating, a combined rating for all programs on other than network stations, reported for each 15-minute period, evenings and weekdays, and for each half-hour period Saturday daytime and Sunday afternoon.

IMMUNITY

Radio Newsmen Protection Urged by Driscoll

JUDICIAL immunity for radio newsmen in New York State on a par with that proposed for newspapermen in a bill before the legislature was urged last week by Dave Driscoll, WOR New York director of news and special features.

In telegrams to sponsors of the measure in the New York Senate and Assembly, Mr. Driscoll declared that radio has an equal stake in the proposed legislation which would guarantee to newspapermen the right to refuse to reveal news sources.

His wires said, in part: "May I respectfully suggest and urge that you amend your laudable bill granting information immunity to men engaged by newspapers or press associations to include those persons engaged in gathering news for radio."

Introduction of the bill was prompted by the sentencing last week of a reporter and an editor of the *Newburgh* (N. Y.) *News* to ten days in jail for refusing to tell a grand jury the source of lottery tickets the paper had reproduced as a follow-up to an expose of alleged vice in Orange County, N. Y.

A reply to Mr. Driscoll's wire by State Sen. Thomas C. Desmond said his suggestion to grant radio newsmen equal protection "seems to have considerable merit." However, it had been decided, Sen. Desmond said, since the legislature soon will adjourn, to delay any such amendment until the next session, in the fall, if the present measure is passed.

In a letter to BROADCASTING explaining his action in bringing this matter personally before the legislature, Mr. Driscoll said: "Just why an individual in radio, such as myself, should have to try to carry the ball for the industry is a little difficult to understand, but nevertheless it seems to be the case. . . . Time and again, radio complains that it doesn't have equal rights with others and yet it would seem that we have only ourselves to blame."

The New Jersey legislature, it was learned last week, will today (March 8) consider a similar amendment, giving radio newsmen judicial sanction in protecting news sources, to a law covering newspapermen which was passed in New Jersey in 1933.

Fred Vandeventer, WOR newscaster, and a New Jersey resident, is credited by Mr. Driscoll with having called to the attention of the state's lawmakers the need for such an amendment.

RFD Mason

IT MAY be fun to play post-office when you're a kid, but Bob Mason, president and general manager of WMRN Marion, Ohio, is getting a little tired of it. It seems the Post Office Dept. is always getting Mr. Mason of Marion, Ohio, confused with the town of Mason, Ohio. So Mr. Mason gets bags of chemicals for the WLW farm at Mason, international mail, and all sorts of letters and packages intended for the town and not the man, named Mason.

More and More people
Are Smoking More and More
CAMELS*

Spot radio is helping sell folks on CAMEL Cigarettes. No need to "walk a mile" to get that sales point home. And more and more folks just naturally turn first to WHHM. No need to "walk in circles" when it comes time to "buy" the Memphis Market. Just get the station that gives you

★**MORE LISTENERS PER DOLLAR IN MEMPHIS**
More and More People Are Listening More and More To WHHM

WHHM
THE NEW VOICE OF THE OLD SOUTH
MEMPHIS, TENNESSEE

PATT McDONALD, General Manager
*FORJOE & CO., Representatives

**Like Camels, we say, Experience is the Best Teacher*

WLWT Will Televise Reds' Games; Burger Is Sponsor

TELEVISION rights to Cincinnati Reds baseball games this season have been awarded to WLWT Cincinnati, Robert D. Dunville, vice president and general manager of Crosley Broadcasting Corp., has announced. Permission to televise 32 home games was granted following negotiations with Warren Giles, president and general manager of the Cincinnati ball club.

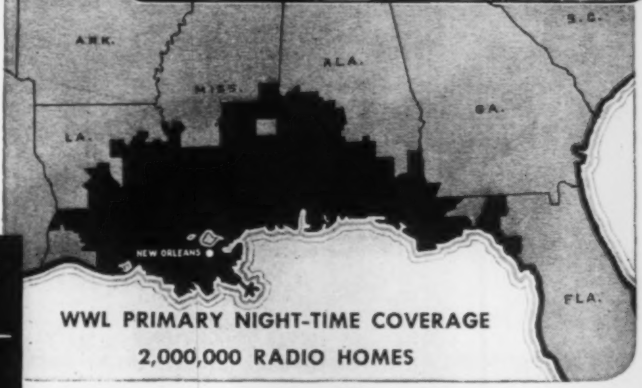
Burger Brewing Co., Cincinnati, through Midland Advertising Agency, will sponsor the telecast series, which is scheduled to begin April 17 and 18 with two exhibition games between the Reds and Syracuse. First official game will be played April 19. Television schedule includes weekday afternoon games and four of the nine Saturday events. Decoration Day and Labor Day games will not be televised.

Three cameras will be used in televising the games: One between first base and home plate; on the grandstand roof at the right of Crosley Field and directly behind home.

Three Beauties of the Deep South

1. **STANTON HALL** at Natchez, Miss. A famed plantation home of the Deep South.
2. **ARMSTRONG TIRE PLANT** at Natchez. Another new, progressive Southern Industry—another reason why this area is ahead of national average in increased income, increased buying power, and general prosperity.
3. **WWL's COVERAGE OF THE DEEP SOUTH**
   50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power
in the South's Greatest City



WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

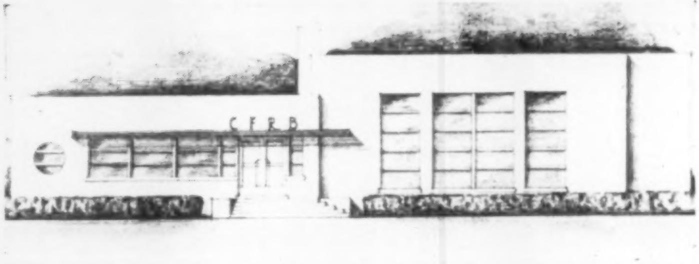
WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

KTKR Taft, Calif., Ready For March 15 Opening

KTKR Taft, Calif., new parttime 500-w station on 1310 kc, is scheduled to go on the air March 15. Licensee is Taft Broadcasting Co., owned by Kenneth Aitken, formerly of KFRE Fresno and KKIN Visalia, Calif. Mr. Aitken is also the station's manager.

The staff includes: James R. Welch, formerly of KCOK Tulare, KAFY Bakersfield and KOH Reno, chief engineer; George J. Tschumy Jr., of KYOS Merced and KKIN, engineer-announcer; Al Blain, former sales manager of KKIN, in charge of KTKR sales; George Flansburg, formerly of KKIN, announcer and continuity head; Jack Smith, bookkeeper-announcer; Marian Aitken, programming head.



CFRB TORONTO is rushing to completion this transmitter building of modern design at Clarkson, Ont., to house new 50-kw RCA transmitter which goes on the air July 1 on 1010 kc. On same date CJBC Toronto, now on 1010 kc, takes over CFRB's 860-kc clear channel frequency with new 50-kw transmitter.

DEPRECIATION *Rates May Be Changed on AM, FM and TV Equipment*

DEPRECIATION rates on AM, FM and television equipment for tax purposes may undergo some drastic changes in the near future, it has been learned from the Bureau of Internal Revenue.

The basis on which depreciation is figured by the bureau is the estimated normal useful life of equipment and facilities. This includes (1) physical life or how long it will take to wear out, and (2) when it will become obsolete under present standards.

With this principle in mind, the bureau is now figuring the average life of AM equipment as ten years. Television, as a new industry in a constant state of change, enjoys an amortization period of four years. For FM, no period has yet been set by the government.

These figures have not been revised for some time, according to a bureau spokesman, since that agency does not have the personnel or funds for the extensive research which would be necessary to revise the rates.

He revealed, however, that NAB had hired a group of experts and was making a survey of the question. The NAB findings, he said, would probably be used by Internal Revenue as the foundation for new allowances.

The NAB study, he said, would be aimed at determining (1) current depreciation of FM and television equipment and (2) whether FM and video will have an adverse effect on AM as some sources have predicted. If that turns out to be the case, then AM equipment will have a shorter useful life.

Meanwhile, Sen. Homer E. Capehart (R-Ind.) said last week that he is desirous of holding hearings on his bill which would grant a five-year amortization for business investments [BROADCASTING, Feb. 9].

The bill is now pending before the Senate Finance Committee, of which Sen. Capehart is not a member. Questioned by BROADCASTING about the status of the bill, a spokesman for the committee chairman, Sen. Eugene D. Millikin (R-Col.), said the bill had not been considered as yet or assigned a date by the committee. It was indicated that the committee has many other matters which have priority and that it may not even be able to get to the bill this session.

a little bird told us...

WNJR...

is winging its way into prominence in the rich North Jersey market. Your message will be no secret when WNJR beams it at the 1,000,000 homes in this prosperous area.

the radio station of the
Newark News

5000 WATTS

91-93 Halsey Street, Newark, New Jersey

'Train' Promotion Is Praised by Coy

EXTENSIVE radio promotion o the Freedom Train documentar exhibit, touring the country unde auspices of the American Heritag Foundation, is praised by FC Chairman Wayne Coy in a letter t Justin Miller, NAB president.

All stations have been asked b the foundation to join in a goo citizenship campaign for their com munities as part of national ob servance of 1948 as a Year of Re dedication by all Americans to thei heritage of freedom. Radio fac sheets and broadcast material hav been mailed all stations by Willia B. Lewis, national chairman of th foundation's Radio Committee.

"It is peculiarly appropriate," according to Chairman Coy's letter, "that a democracy should mak this great effort to bring to a many of its citizens as possibl these exhibits which embody th fundamental concepts which ar the guide and the inspiration o that democracy." He said the widespread enthusiasm aroused by the tour "testifies to the vitality and significance that the ideals of our founders have for today's Americans despite the sweeping change in the material aspects of our wa of life."

Chairman Coy wrote broadcasters "may well be proud of the major role they have played in welcoming the Freedom Train an assuring that the arrival of th nation's most treasured document would be known to all their listeners.

"I know that these broadcaster will continue to give every suppor to all future efforts to bring to the people a keener sense of their obligation to protect and foster the principles which flamed high in the hearts of the patriots whose vision and courage gave us this heritage."

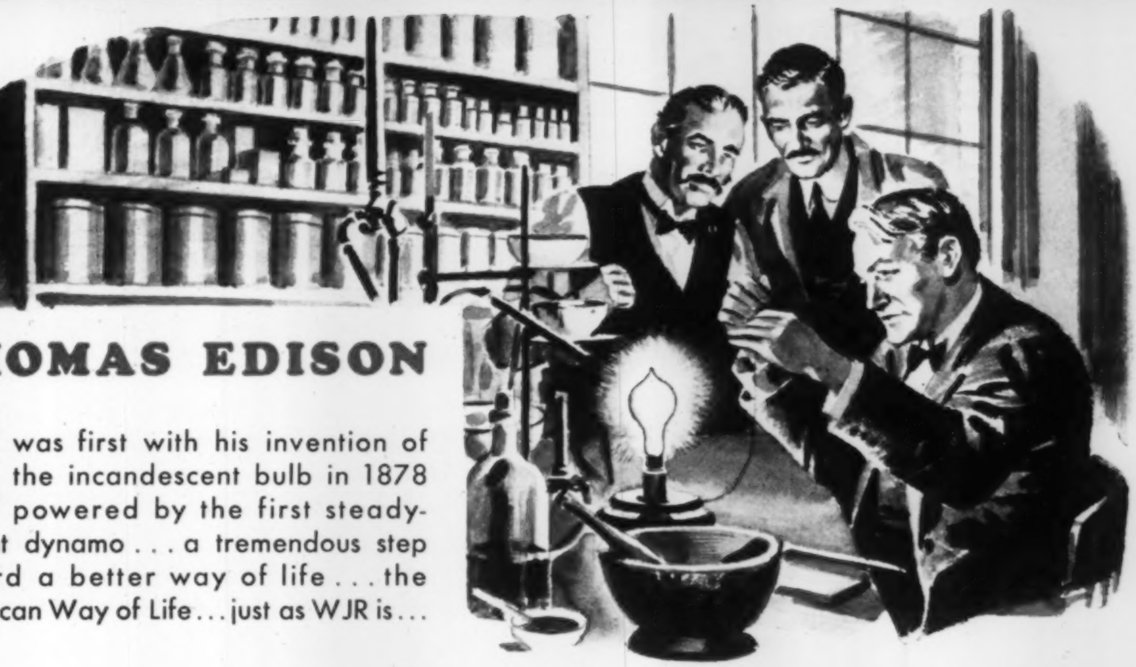
JONES HEADS WIRL'S EXECUTIVE PERSONNEL

EXECUTIVE PERSONNEL o WIRL Peoria, Ill., which went o the air Feb. 18, has been announce by Robert B. Jones Jr., general manager of station and former ABC Central Division station relations manager [BROADCASTING, Nov. 10, 1947].

Mr. Jones

Bill Selah, previously with WHBF Rock Island, Ill., is WIRL's program director. Ru Luukinen is chief engineer a Harry Sundeen news editor. Sta tion is represented nationally Avery-Knodel.

Licensed to Illinois Valle Broadcasting Co., WIRL operate as a 5-kw fulltime outlet on 12 kc. Studios are in Peoria's Jefferson Bldg.



THOMAS EDISON

was first with his invention of the incandescent bulb in 1878 powered by the first steady-current dynamo . . . a tremendous step toward a better way of life . . . the American Way of Life . . . just as WJR is . . .

first

IN POWER AND RESULTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

WJR

FREE SPEECH MIKE

50,000 WATTS

CBS

THE GOODWILL STATION FISHER BLDG. **DETROIT**

Represented by
PETRY

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

'COLLECT' VIDEO

McDonald Is Optimistic

INDICATIONS that "box office" television is on its way into the American home were seen last week by Eugene F. McDonald Jr., president of Zenith Radio Corp., and advocate of "pay-as-you-see" video. He said that "between moving picture interests of the country and the telephone people, television has taken a new turn in the last few months."

Comdr. McDonald told BROADCASTING he had held discussions with the telephone company but would not disclose what had been said. He hinted, however, that the company was ready to install the added equipment which would provide television by telephone wire.

Comdr. McDonald also disclosed:

- Zenith's Board of Directors is considering a plan to license free the Telephone Co., TV broadcasters and film producers on behalf of its Phone Vision.
- Licensing of individual manufacturers desirous of producing Phone Vision receivers is pending per discussions of rates "not yet set."
- Phone Vision receivers will be available on the market "some time this fall." Output will include a full line of consoles and table models. Comdr. McDonald declined to divulge the present rate of production by Zenith.

While the Zenith president did not indicate as much, it is believed that current discussions with film and phone companies await the decision of the firm's board of directors with respect to licensing rights.

The Zenith president did not elaborate specifically on his negotiations with the movie industry other than to confirm discussions with representatives, including Eric Johnston, president of the Motion Picture Assn. of America. Mr. Johnston, he said, was "deeply impressed" with Phone Vision.

Comdr. McDonald cited the industry's current problem of "diminishing returns," quoting distribution costs of 28½c on each 33c admission—leaving a 4½c profit for the producer. Zenith's fee plan, he asserted, would create additional markets, greater expenditures on production and eventually better pictures.

Comdr. McDonald reiterated his conviction that teleset owners would be willing to subscribe to his proposal toll system. He pointed to final figures in the recent survey undertaken by LaSalle Extension U. at the suggestion of Zenith. (Poll of 9,341 home-viewers in metropolitan areas indicated only 45% "satisfied" with present TV programming and 65% "willing to pay a reasonable fee for programs "not available on free television."

When asked how it would be possible for film companies to furnish numerous TV stations with full-length features, in view of their limitations, he again alluded to figures, this time as released by Audience Research Institute. They showed, he said, that (1) "An average 'A' picture is seen by only 20,000,000 people and (2) only 6,000,000 go to just any movie that is released."

He quoted one film executive whom he would not identify, as having told him last year: "Phone Vision will give us 20,000,000 new outlets and we're looking for distribution."

Fee System

Clarifying a statement he made last December—that his fee system could be applicable to FM reception and even AM stations so interested—Comdr. McDonald characterized its adaptability as "just a technical possibility, not a probability, for the near future." At the same time he disclosed he has had no further discussions with Rolf Kaltenborn on the latter's application for license under Zenith patents for Phone Vision.

Asked whether he felt Chicago legitimate theatres would be hurt by his toll plan, Comdr. McDonald stated: "Phone Vision definitely is a threat to them. It is a threat in the same sense that the railroad was a threat to the stagecoach. Progress can't be stopped."

Owners of legitimate playhouses recently have indicated consternation over such a possibility, fearing that eventually, under Zenith's "box office" plan, teleset owners will foresake attendance at plays (which use mostly road companies) for home-viewing of Broadway vehicles (with original casts). Last December Comdr. McDonald reportedly predicted that television in general would not compete with legitimate theatres or motion pictures any more than radio adaptations of film versions compete with the box office.

Meanwhile Norman Lindquist, vice president of Television Advertising Productions, indirectly renewed his criticism on the film

(Continued on page 42)

"DON'T SAY HELLO"*

This Famous Program For Sale In Your City
(one station per city)

YOUR EXCLUSIVE PROPERTY FOR ONE YEAR

- Use it to promote your station
- Use it to sell a sponsor

Your Cost So Low It Will Amaze You

Write, wire or telephone:
JAMES E. GORDON,
VICE PRESIDENT & GENERAL MANAGER

*Trade Mark Registered

ST. CHARLES HOTEL
WNOE
NEW ORLEANS, LA.

MULTIPLY BY 100,000

WFBR SEATS RECORD-BREAKING 100,000 LIVE-SHOW STUDIO VISITORS YEARLY!

Recently the M.C. of "Club 1300", one of WFBR's home-grown live shows, made **one** air announcement that he had a few tickets available. In two days—he received requests for ***over 75,000 tickets!***

While this is no novelty at WFBR—no other Baltimore station can come even close to WFBR's attendance figures. Baltimoreans are ***loyal*** to "the Baltimore Station with 100,000 plus"!

These 100,000 visitors are not treated lightly. Each one sees one or more live broadcasts, visits modern studios, views product displays of WFBR advertisers, and takes home a copy of "Let's Listen"—WFBR's own radio gossip sheet and program guide.

By all means, your Baltimore radio budget should include . . .

WFBR

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

GALLUP

Lux Program Given Top Ranking

LUX RADIO THEATRE (CBS, Mondays, 9-10 p.m.) topped favorite program listings for three separate weeks in a survey by Dr. George Gallup's Audience Research Inc., results of which were announced last week. The Lux show also is leading in the current Nielsen and Hooper ratings.

Respondents were asked, "During the week ending last night, what one radio program would you say you enjoyed the most?" All three studies were nationwide, covering the weeks ending Jan. 24, Feb. 7, and Feb. 14, and each comprised about 1000 personal interviews in all city sizes and income levels, according to Samuel H. Northcross, vice president of the Audience Research radio division.

The second-ranking program was the *Jack Benny* show (NBC, Sunday, 7-7:30 p.m.) for the two latter weeks, and Bob Hope (NBC, Tuesdays, 10-10:30 p.m.) for the week ending Jan. 24. Red Skelton (NBC, Tuesdays, 10:30-11 p.m.) held the No. 4 position all three weeks.

"We hope to learn two things from this testing," Mr. Northcross said. "One is to try to discover hidden talent of future promise and secondly, by amassing qualitative data on established programs for a number of broadcasts, we might be able to tell what kind of treatment it is that pleases the listeners most and be in a position to give producers some helpful guidance."

SKELTON 96.0 RATING HIGHEST IN RAP POLL

HIGHEST "good taste" rating ever achieved by a comedy program in the 16-week history of the Radio Acceptance Poll—96.0—was registered for the Red Skelton program during the week Jan. 25-31, according to tabulation headquarters at St. Joseph's College (Indiana).

Student steering committee said that, "all in all, it was probably the cleanest week in radio entertainment since last October." Committee pointed out that seven of the 14 shows monitored were "highly acceptable," and the remainder "acceptable" with room to spare.

In the individual performer class, the committee announced, there were more "highly acceptable" performers than "acceptable" ones—for the first time since RAP program rating began. Only one artist, whose name was not divulged, was found "barely acceptable" by student tabulators.

During the previous week (Jan. 18-24), Lou Costello, Jim Backus and Lulu McConnell were audited as "barely acceptable."

We'll cross your palm
with silver
25 YEARS
KFH
SILVER ANNIVERSARY
KFH
CBS
THAT SOLID SECTION OF KANSAS' RICHEST MARKET
WICHITA
KANSAS
OKLAHOMA

Want to hire a medium? Consider KFH . . . for 25 years the leading sales medium in a rich area where SILVER jingles in every pair of jeans! Brighten your future in our Silver Anniversary. People who buy . . . city folks and farm folks alike . . . will hear your sales message on KFH.

WICHITA IS A HOOPERATED CITY

KFH WICHITA

CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Jan. 31	295
Number of network commercials starting during February	4
Number of network commercials ending during February	3
Number of commercials on the four nationwide networks, Feb. 29	296

February Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Albers Milling Co.	Aunt Mary	NBC	Mon.-Fri. 3:30-3:45 p.m. PST	Erwin, Wasey & Co.
Falstaff Brewing Co.	Music from the Heart of America	NBC	Thurs. 9:30 p.m.	Dancer-Fitzgerald-Sample
John Hancock Mutual Life Insurance Co.	Point Sublime	ABC	Mon. 8-8:30 p.m.	McCann-Erickson
Shotwell Manufacturing Co.	True or False	MBS	Sat. 5:30-6 p.m.	Wendel Muench Co.

February Deletions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
W. F. McLaughlin	Manorhouse Party	NBC	Mon. Tues. Wed. & Fri. 7:30-7:45 p.m.	Sherman & Marquette Inc.
Safeway Stores Inc.	Aunt Mary	NBC	Mon.-Fri. 3:30-3:45 p.m. PST	J. Walter Thompson Co.
Safeway Stores Inc.	Dr. Paul	NBC	Mon.-Fri. 3:45-4:00 p.m. PST	J. Walter Thompson Co.

February One-Timers

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Free & Accepted Masons	Washington Birthday Tribute	MBS	Sun., Feb. 22, 2-2:30 p.m.	Direct
National Council of Protestant Churches	Talk—Bishop Henry Sherrill	MBS	Sun. Feb. 29, 11:30-11:45 a.m.	Direct
U. S. Rubber Co.	Ted Husing, Winter Olympics	MBS	Thurs. Feb. 7 8:15-8:30 p.m.	Campbell-Ewald Co.

PULSE

Benny, Lux Rated Evening Leaders

SETS-IN-USE increased in New York, Boston and Chicago during February, and Walter Winchell and *Amos 'n' Andy* placed among the top 10 evening shows, according to the latest report published by The Pulse Inc., New York. Average quarter-hour sets in use figured 26.2 for New York, 23.0 for Boston and 24.7 for Chicago. Top Pulse-rated shows for the month, by highest quarter-hour ratings were:

EVENING	
Jack Benny	28.8
Lux Radio Theatre	26.5
Charlie McCarthy	25.3
Fred Allen	23.6
Bob Hope	21.6
Fitch Bandwagon	20.8
Fibber McGee and Molly	20.7
Truth or Consequences	19.3
Amos 'n' Andy	18.4
Walter Winchell	17.9

DAYTIME—5 A WEEK	
Arthur Godfrey	8.2
Breakfast Club	8.0
Big Sister	7.8
Our Gal Sunday	7.4
Helen Trent	7.4
Rosemary	7.4
Guiding Light	6.8
Young Widder Brown	6.3
Lorenzo Jones	6.2
Stella Dallas	6.2

SATURDAY AND SUNDAY DAYTIME	
The Shadow	10.9
True Detective Mysteries	9.2
House of Mystery	8.3
Harvest of Stars	7.9
Armstrong Theatre of Today	7.4
Counterspy	7.4
One Man's Family	7.2
Let's Pretend	7.0
RCA Victor Show	7.0
Stars Over Hollywood	6.9

BBC TELLS OLYMPICS BROADCASTING PLANS

THE NEW YORK office of the British Broadcasting Corp. disclosed last week that coverage facilities for this summer's Olympic games in England will be provided for four U. S. networks and four independent stations on "a courtesy and non-priority basis."

While it was presumed that the four networks would be NBC, ABC, MBS and CBS, the independent station schedule has not yet been drawn up, though it probably will operate on a rotating plan, four at a time.

In London the BBC is equipping the Palace of Arts at Wembley with a special radio center consisting of eight studios, 20 recording channels, and a control room capable of handling 32 simultaneous broadcasts. BBC television headquarters also will be located at Wembley during the Olympics. A total of 120 commentator vantage positions are being provided.

Report Excluding WNOE Planned in New Orleans

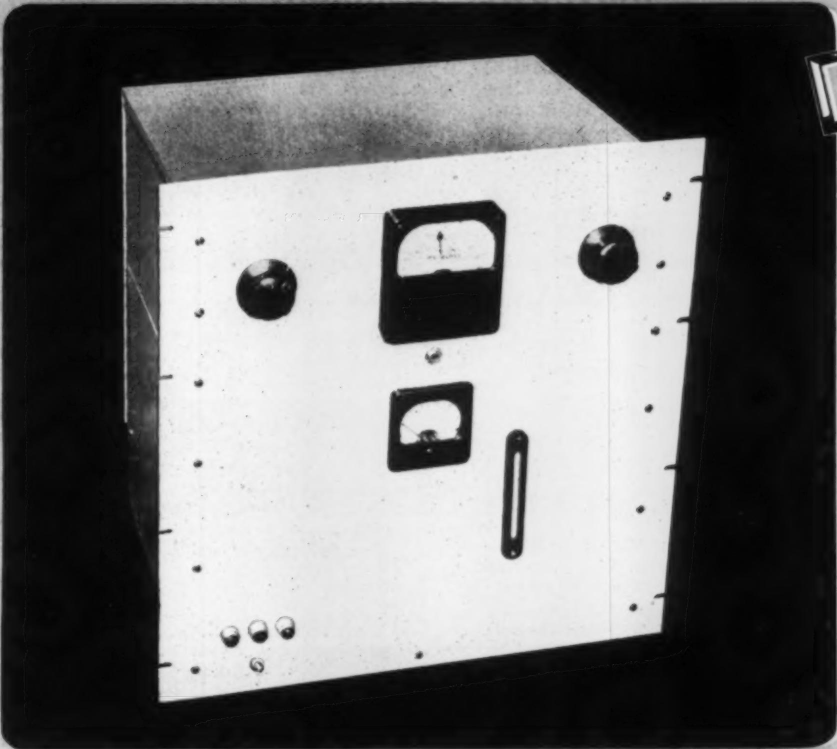
PUBLICATION of abridged city Hooperating report covering ratings of all New Orleans stations save WNOE was announced Feb. 27 by C. E. Hooper Inc. in modification of original plan to discontinue fall-winter New Orleans report [BROADCASTING, Feb. 16]. The Hooper firm explained that new report would be based on revised interviewing techniques now being tested and would set precedent for other cities in event *Don't Say Hello* telephone promotional type of show now broadcast by WNOE is adopted by other stations. The Hooper firm claims that the WNOE program inflates ratings.

KATL Expansion

A $200,000 expansion program has been announced for KATL Houston by King H. Robinson, station general manager. Proposed changes include leasing of the entire eleventh floor of Houston's State National Bldg. for studios of KATL-TV.

GATES

This Year is G-Year.... The Swing's to GATES... in '48

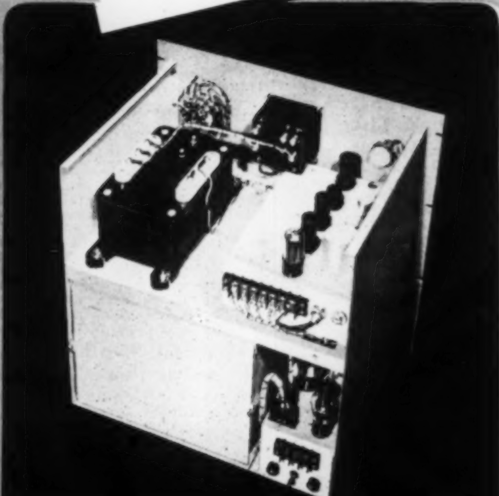


Front view of the MO2890 Frequency Monitor designed to match its companion instrument, the MO2639 Modulation Monitor.

GET *GOOD* DELIVERY ON YOUR FREQUENCY MONITOR

It's Just Been Approved--- The Gates MO2890 AM Frequency Monitor

Yes, it's now an actuality,--- the Gates MO2890 Frequency Monitor is approved and production is under way on enough of these instruments to gratify all of you who have insisted on waiting for us, and plenty more besides . . . And the price is right --- just ask about it and delivery, now.



Back view of the MO2890 Frequency Monitor. The complete oscillator Circuit is contained in the dual temperature controlled oven in the lower left corner.

Gates Radio Company

Quincy---Illinois

BRANCHES—
Eastern Sales Office: Warner Building, 13th & E Street, N. W., Washington 4, D. C.
Western Sales Office: 574 Hargrave Street, Inglewood, California;
2227 East 10th St., Tulsa 4, Okla.: 246 Baltimore, Waterloo, Iowa.
Canadian Sales: Canadian Marconi Co., Montreal. International distribution
Overseas by Westinghouse Electric International Co., 40 Wall St., New York 5.

WSSB Durham Launched; Guy Griffen Is Manager

WSSB Durham, N. C., started Feb. 28 as a 250-w fulltime outlet on 1490 kc. Licensed to Public Information Corp., station has announced an operating schedule of 6 a.m.-midnight week days and 8 a.m.-midnight Sundays.

Temporary studios are at the WSSB transmitter. The station expects to move into permanent studios in approximately two months at 211 Rigsbee Ave., according to Guy Griffen, WSSB general manager.

Principal stockholders of station are P. M. Sawyer, his son, Tom Sawyer, WSSB president, and daughter, Dr. Roma S. Cheek. In addition to Mr. Griffen, former sales promotion manager of WFBR Baltimore, the staff appointments include: Eric Fields, previously assistant manager of WWSC Glens Falls, N. Y., program director; Madeline C. Sutherland, formerly with KJFM Minot, N. D., continuity chief, and John T. Fowler and Robert B. Dunnagan, both of Durham, salesmen.

Wallace's Radio Man

EDWARD R. FRISBIE, veteran in the radio and newspaper fields, has been appointed 1948 director of radio by the national Wallace for President Committee. Mr. Frisbie returned recently from Paris where he wrote and produced North American broadcasts for the French Broadcasting System. Previously he was a member of the news and special events staff of NBC.

UST 15-Inch Set

TABLE SET with a 15-inch direct view screen has been introduced by United States Television Mfg. Co. Set provides a picture 9½ by 12¾ inches, has a cabinet 22 by 22 by 23¾ inches, and is priced at $895.

FIRST PRIZE winner in nationwide Kaiser-Frazer Corp. contest conducted on MBS, Albert Sakavich (r), State College, Pa., is congratulated by Joseph Washington Frazer, president of the corporation. Behind Mr. Sakavich is Ted Mack, m.c. of "Original Amateur Hour" video show sponsored by Kaiser-Frazer. The prize, a Frazer sedan, was awarded during recent airing of "Original Amateur Hour" on DuMont Television Network.

Mayflower Testimony

(Continued from page 17)

editorialize, he said, "it should be done through the medium of the forum or other discussion programs where views other than those of the licensee are also expressed." He doubted that absentee owners and network representatives would be competent to editorialize on local matters in any event.

Mr. Trammell, of NBC, contended the Commission "should not prohibit radio stations from editorializing" or "impose upon them any requirements as to the conditions under which they may express their views."

He said NBC has no present plans for editorializing, regardless of the fate of the Mayflower ruling. But he insisted that the decision "is one for the broadcaster alone," not government.

"Once a governmental authority begins to determine who may and who may not give public expression to his opinions, or the subjects on which he may express himself, or what he must say, this freedom [of expression] is in danger," he declared.

No Reason to Restrict

Mr. Trammell emphasized that "the line between the printed newspaper and the radio newspaper is breaking down, and there is no reason to impose restrictions on public expressions by radio which are not imposed on our free press."

In support of his claim that to ban editorializing is to interfere with free speech, he quoted FCC's words in the WHLS Port Huron decision on licensee responsibility in political broadcasts: "It is clear that the most effective means of censorship is complete suppression of the offending item."

President Trammell maintained that FCC should impose no conditions on the right to editorialize. To do so, he said, would interfere with free speech. Further, he asserted, "the problems involved in this field are matters of individual judgment which cannot be regulated."

In a discussion of NBC's standards prescribing fairness in the treatment of controversial issues, Chairman Coy interjected that he thought FCC has the power to consider an NBC station's failure to abide by the network's standards.

Mr. Trammell contended FCC might look at a station's overall operation but has "no right to a look-see" at programs if the action goes to censorship.

Mr. Coy said he found it difficult to believe that FCC's right to examine a station's past performance could be seriously challenged "after all these years."

Mr. Trammell said it would be "very bad public policy" for a station consistently to present issues one-sidedly. But he questioned whether FCC could consider such a factor, under the law. The Communications Act, he said, forbids FCC—not stations—to abridge free speech. He felt the equal-time provisions of the political section of the Act are "good policy" but a violation of the right of free speech.

TUESDAY

Nathan Straus, president and principal owner of WMCA New York, told the Commission that "complete prohibition is a lesser evil than complete, unchartered license. However, I do not think that it is necessary to face such a choice. . . . The two opposing camps can be reconciled by a policy that will not only satisfy both groups, but . . . will serve the public interest, convenience and necessity."

Mr. Straus offered a 4-point plan:

1. Expression of editorial opinion should be permitted to the extent of 15 minutes a day.

2. Editorial opinion should be clearly labeled as such at both the beginning and close of the broadcast.

3. To afford an opportunity for rebuttal, stations should be required to allocate time, following each editorial period, for letters from the public.

4. Privilege of editorializing should be confined to stations owned by an individual or a group, all of whom reside in the primary coverage area of the station. Editorializing by absentee radio station owners should be forbidden.

Mr. Straus disagreed with previous witnesses that no pressure was exerted on station management by advertisers, but added that "I don't believe the pressure is so direct" as some claimed.

Cites Newspaper Parellel

Prof. Robert E. Cushman of Cornell U. likened a radio station to a newspaper having no editorial page. "Both are useful," Prof. Cushman declared, "but not as useful as they could be. Many people look to newspaper editorials for guidance and advice because they feel that the editor's knowledge is wider and his judgment better than their own. We believe that many people would value the opinions of their radio station if they could know what those opinions are."

Prof. Cushman made three proposals:

1. Licensees should not be given the right to use radio facilities to support candidates for political office or the fortunes of political parties.

2. They should be allowed to express their opinions and freely discuss controversial topics which relate to the general public welfare or to local community interests.

3. If broadcasters take a stand on issues, they should be required to give an adequate right of reply to those in disagreement.

The general counsel asked how the editorial policy of the university on issues would be determined. Prof. Cushman, acknowledging embarrassment, replied that it would be arrived at "by the board of trustees or some implementing machinery."

Stanley Faulkner, general counsel for the Voice of Freedom Committee, which he described as being supported by voluntary contributions from individuals, told the Commission that "we are unequivocally opposed to any editorializing by broadcasters."

He submitted a petition with 10,000 signatures collected by the Voice of Freedom Committee urging "the Commission to maintain impartiality in broadcasting, to stipulate that licensees shall make available an equal amount of time on the air to trade unions as is allotted to industrial sponsors and encourage the return to the air of many liberal commentators dropped in the past year."

Mr. Faulkner said the commentators who were "dropped" included Robert St. John, Quentin Reynolds, John Vandercook, Susan B. Anthony, Max Lerner, Henry Morganthau Jr., Johannes Steel, William S. Gailmor, Bryce Oliver, Frank Kingdon, Hans Jacobs, Sidney Walton, Sam Balter, Averill Berman, Bill Pennell, John Dehner, John B. Hughes and Peter de Lima.

Sullivan Testimony

John Dwight Sullivan, counsel for the Advertising Federation of America, voiced opposition to the Mayflower decision. Mr. Sullivan said the federation was composed of 75 advertising clubs throughout the nation, which included 8 national advertising associations, 219 newspaper publishers, 43 magazine publishers, 108 business and farm publishers, 74 radio stations and 298 advertising agencies.

"Any attempt upon the part of the Commission . . . to abridge the right of a licensee or broadcaster to editorialize . . . is in contravention of the Communications Act of 1934 and of the First Amendment of the U.S. Constitution," Mr. Sullivan advised the FCC.

Joseph A. Beirne, president of the Communications Workers of America, which he said represented 250,000 telephone workers, opposed the relaxation of present FCC policy on editorializing and charged that "the [radio] industry's past record indicates, if anything, the need for closer supervision and increased vigilance in the interest of the general public."

He said the CWA's opposition was predicated on three major opinions:

(1) "Broadcasters are too closely dependent upon advertising revenue to permit fair and reasonable editorial policies; (2) Present control of broadcast facilities is in the hands of interests which are not representative of the diverse interests of the nation; (3) Broadcasters' past treatment of their responsibilities does not indicate that additional responsibilities would be executed in public interest."

Chairman Coy received a negative answer when he asked Mr. Beirne if he could supply the numerical ratio of union requests denied and granted. The union official added, however, that denials had been the prevailing case.

In his own behalf, Giraud Chester, assistant professor of speech, Cornell U., supported the Mayflow-

(Continued on page 78)

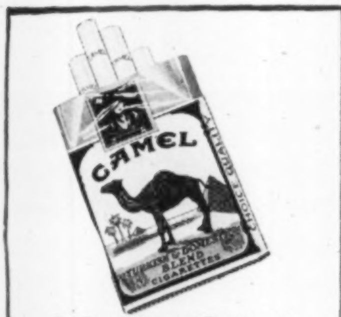
Camel's Choice . . . NBC Television

Right now the R. J. Reynolds Tobacco Company is starting something—what will be one of television's most elaborate, exciting developments—The Camel Newsreel Theatre.

Naturally, when Camel decided to sponsor a new full-length newsreel each day, 5 days a week—naturally, the choice in television was NBC.

So . . . excuse this paraphrase of Camel's *Choice of Experience* clincher: *Let your own experience tell you why more sponsors are choosing NBC Television than ever before.*

Here's how CAMEL telecasts the NEWS!



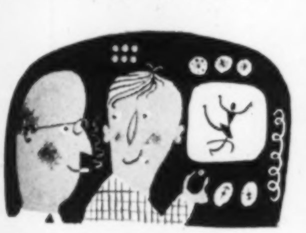
The Camel Newsreel Theatre

Wm. Esty Co. has events filmed by Twentieth Century Fox Movietone News . . .

Shots are edited, scored, narrated, then

Camel themes and commercials are integrated.

A new 10-minute reel is telecast each Monday through Friday. With NBC's own Television Newsreels (Mon.-Thurs.-Sun.), that means last-minute sight and sound news programs offered on NBC, 6 days a week.



Reels are flown to NBC television affiliates not yet joined to the Eastern Network while

Viewers in New York, Philadelphia, Washington, Baltimore and Schenectady (Boston soon) watch simultaneous broadcasts of latest events.

Result: more news, more viewers, more Camels.

NBC Television

NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York 20, N. Y.

A Service of Radio Corporation of America

DOCUMENTARIES

WMAR-TV Pioneers New Series

NO ONE will ever forget Joe Rosenthal's picture of the raising of the American flag atop Mount Suribachi on Iwo Jima, for which this AP cameraman deservedly won top photographic honors of World War II. But what about the six men "immortalized" in the picture? Who remembers their names? Who knows—or cares—what has become of them?

Half-Hour Report

On Feb. 22, WMAR-TV, video station of the Baltimore Sunpapers, in a pioneer program in the field of television documentaries, made a half-hour report to the Baltimore and New York set-owning public (WCBS-TV New York took the program from the coaxial cable) under the title *Three Men From Suribachi.* Opening with films of the battle of Iwo Jima climaxed by the flag raising on Feb. 22, 1945, the program reported that three of the six flag-raisers lie buried on the island, then the program went on to discuss the three who came home.

This trio includes Pfc. Ira H. Hayes, a Pima Indian from Arizona; PhM2c John H. Bradley of Antigo, Wis., and Pfc. Rene A. Gagnon of Manchester, N. H., a typically American assortment that could not have been bettered if it had been hand-picked by an Army public relations officer. And picked it was, not in advance, but immediately afterward, when the three heroes were brought home to reinact the Mt. Suribachi incident in town halls and squares throughout the land during a whirlwind War Bond selling tour.

What Now?

Heroes they were then, heaped with honors and offers of employment. Heroes they were at the war's end when they were welcomed home with Victory banquets. But, reported the WMAR-TV camera crew from the Indian reservation near Phoenix, Chief Hayes finds his adobe house less comfortable than some of his Marine barracks, wishes his labors could be lightened with the machinery he used when in service, resents his postwar status as an Indian and an inferior, in the eyes of Western white men, when during the war he had been accepted as a Marine and an equal by his buddies.

Scarcely more happy in the brave new postwar world he fought to create is Mr. Gagnon, shown by the WMAR-TV camera after work at the gate of the Manchester mill in mid-afternoon taking their 7-month-old son from the arms of his wife as she entered to start her shift.

Only in Antigo did the video film unit find a happy hero, and Mr. Bradley is happy not because the war changed things for him but because it did not. He is married to his childhood sweetheart, lives with her and their small daughter in his own home in his own home town and pursues his chosen career as a funeral director. The war took a few years of his life, added a lot of memories, but otherwise made little change.

Answer Is 'Yes'

"O.K.," said Philip S. Heiser, Sunpapers correspondent who covered the Iwo flag raising three years ago and supervised production of the anniversary television report, "this is how the three survivors are situated today. Now," he asked each man in turn, "what about it? Was the war worth while?"

The answer is "Yes," despite Chief Hayes' unhappiness over the way Indians are treated, despite Rene Gagnon's bitter memories of all the fine offers of employment given him on his bond-selling tour but forgotten before his discharge, despite John Bradley's feeling that it takes a crisis to get America started and his fear that the public may not work so hard to win the peace as they did to win the war.

Rene Gagnon, in the closing sequence of the program, summed it up this way: "Can you watch the ships bringing back the dead heroes and say it was not worth it? Can you look in the eyes of the parents and wives and sweethearts who greet those ships and say it was not worth it? We just want to make sure that it was worth it for a long, long time."

To this WMAR-TV added no preachment of its own, letting the pictorial record, made by Robert Kniesche, photographic director of the Sunpapers, speak for itself. *Three Men From Suribachi* was a far from perfect video presentation. Its camera shots were often too long or too difuse for good viewing; its music at times failed to match the pictorial theme, such as what sounded like an English minuette used to accompany scenes of the Indian reservation. But its overall impact left no doubt that television is an effective medium for presenting the problems of our times, nor that *Three Men From Suribachi* is a worthy forerunner of future video documentaries.

Fashions First Hand

COOPERATION between a station, a newspaper, and a store made possible the unique broadcast of a Paris-Chicago telephone conversation over WBBM Chicago. Helen Wells, editor of the *Chicago Herald-American's* women's page, who is in Paris conferring on spring fashion trends, spoke with June Marlowe on the Feb. 24 broadcast of Wieboldt's *Melody Lane.* The program was a grand award winner in the recent NRDGA contest.

Cumberland 100-Watter Will Be a CBS Affiliate

ONE OF THE nation's few 100-w stations—WCUM Cumberland—will begin operation May 30 as a CBS affiliate.

The new Maryland outlet, licensed to Tower Realty Co., of Baltimore, headed by Karl F. Steinmann, contracted last Wednesday with CBS. Negotiations were completed by Herbert V. Akerberg, CBS vice president in charge of station relations, with Jack Stewart, Tower Realty vice president and a veteran station executive.

WCUM will operate on 1490 kc fulltime. Its base hourly network rate will be $50. Mr. Steinmann, who is chairman of the board of Tower Realty, is a well known Baltimore attorney. His company is an applicant for AM and FM facilities in Baltimore.

Hearings on Lemke Bill Will Resume

Opponents of Plan to Give FM Part of 44-50 mc to Testify

OPPONENTS of the Lemke Bill (H. J. Res. 78), which would give FM a portion of the 44-50 mc area in addition to its present 88-108 mc band, will get a chance to present their arguments March 24-25, the date selected last week by the House Interstate Commerce Committee for resumption of hearings [BROADCASTING, Feb. 9].

Last month's hearings started out as a routine affair and were preceded by speculation that the bill would be pigeon-holed and hearings discontinued once the proponents were heard from. But the seriousness of charges leveled by Dr. Edwin Armstrong and other witnesses against the FCC and agitation by opponents for an opportunity to answer the charges were thought to have prompted the committee to continue the inquiry.

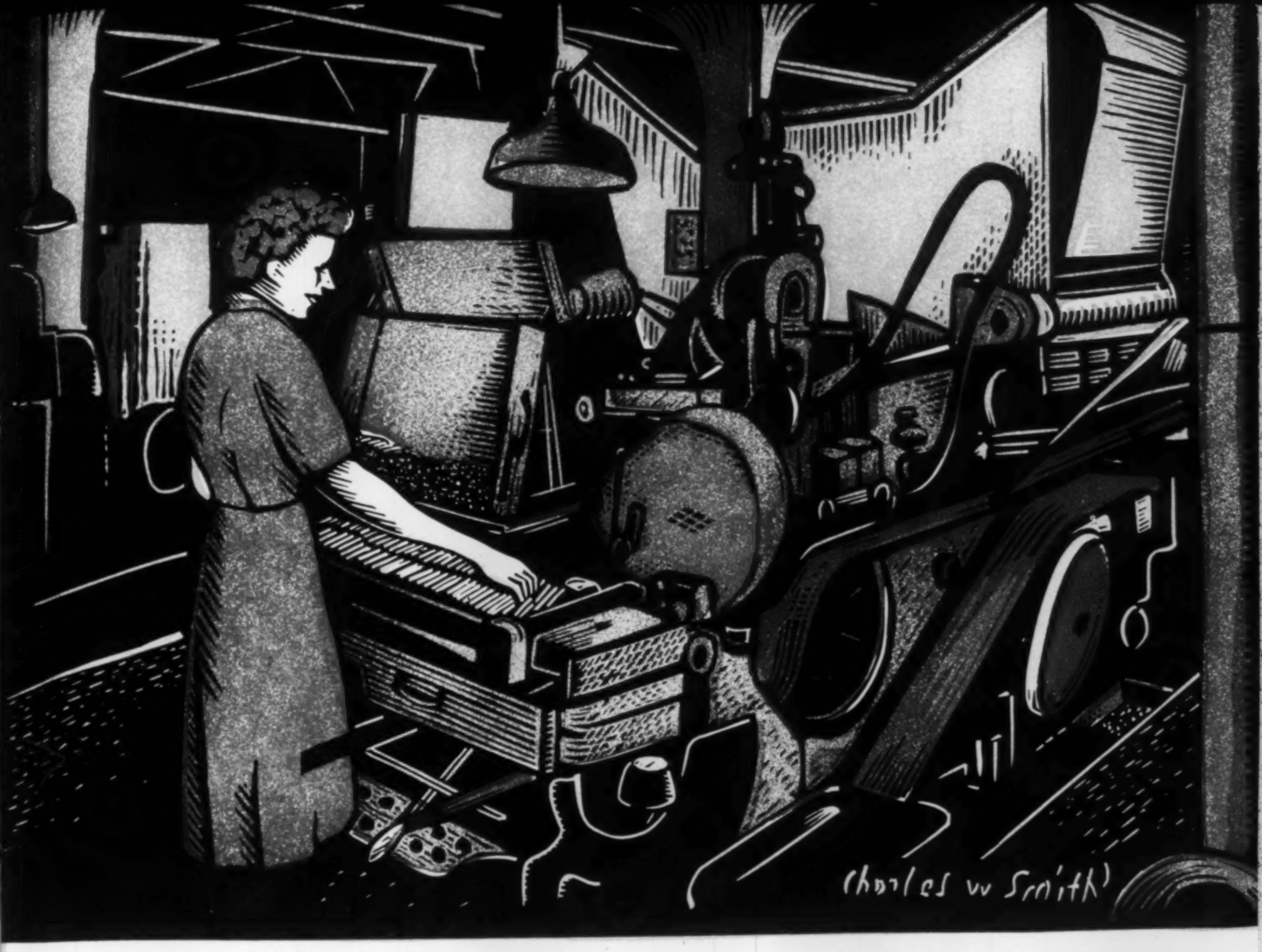
FCC Comr. George E. Sterling, who was on hand throughout the earlier sessions, is slated to testify for the Commission. Other witnesses who have requested time are Don Petty, NAB general counsel; Jeremiah Courtney, Washington attorney; Edward A. Wheeler, president of WEAW(FM) Evanston, Ill.; D. E. Noble, vice president, Motorola Inc.; Dwight F. Hinman, secretary-treasurer, Assn. of Ohio Fire Fighters; Ray J. Myers, first vice president, International Municipal Signal Assn. Inc.; and Horace Gwilyn, executive secretary, National Assn. of Taxicab Owners.

Although not yet listed by the committee, a representative of Television Broadcasters Assn. undoubtedly will testify. TBA, through its Washington representative, Thad H. Brown Jr., last week filed a petition with the committee asking for immediate resumption of hearings. The petition explains that television broadcasters are "vitally concerned in the development of a complete record in this matter" and adds that TBA is ready to "present factual information and opinion on all phases of television and of the allocations problems relating thereto."

New TBA Members

WBT Charlotte, WBAL-TV Baltimore, WSB-TV Atlanta and WFAA Dallas have been admitted to active membership in Television Broadcasters Assn. Marschalk & Pratt and The Katz Agency, both New York, have become associate members of TBA.

"SHADES of 1937" would be appropriate title for this picture taken during last month's floods which devastated wide areas of Tennessee, Kentucky, Ohio, West Virginia, Pennsylvania and Mississippi. Ernie Keller (standing) of WSM Nashville interviews a man who refuses to leave his house as flood waters go ever higher. WSM's coverage of recent floods included remote broadcasts from Shelbyville, Columbia and Carthage and a feed to NBC, and was a reminder of 1937, when WSM and WHAS Louisville set up an amateur circuit to assist in the flood emergency after other radio communications had been knocked out. In the boat (l to r) are: Bill Graham, Whitey Ford, comedian of "Grand Ole Opry" who volunteered the use of his boat for the broadcast, Jack Hopkins, engineer, and Mr. Keller.



SCENE IN LARUS & BRO. COMPANY PLANT, RICHMOND, VA.
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES W. SMITH

100,600,000,000 CIGARETTES . . .

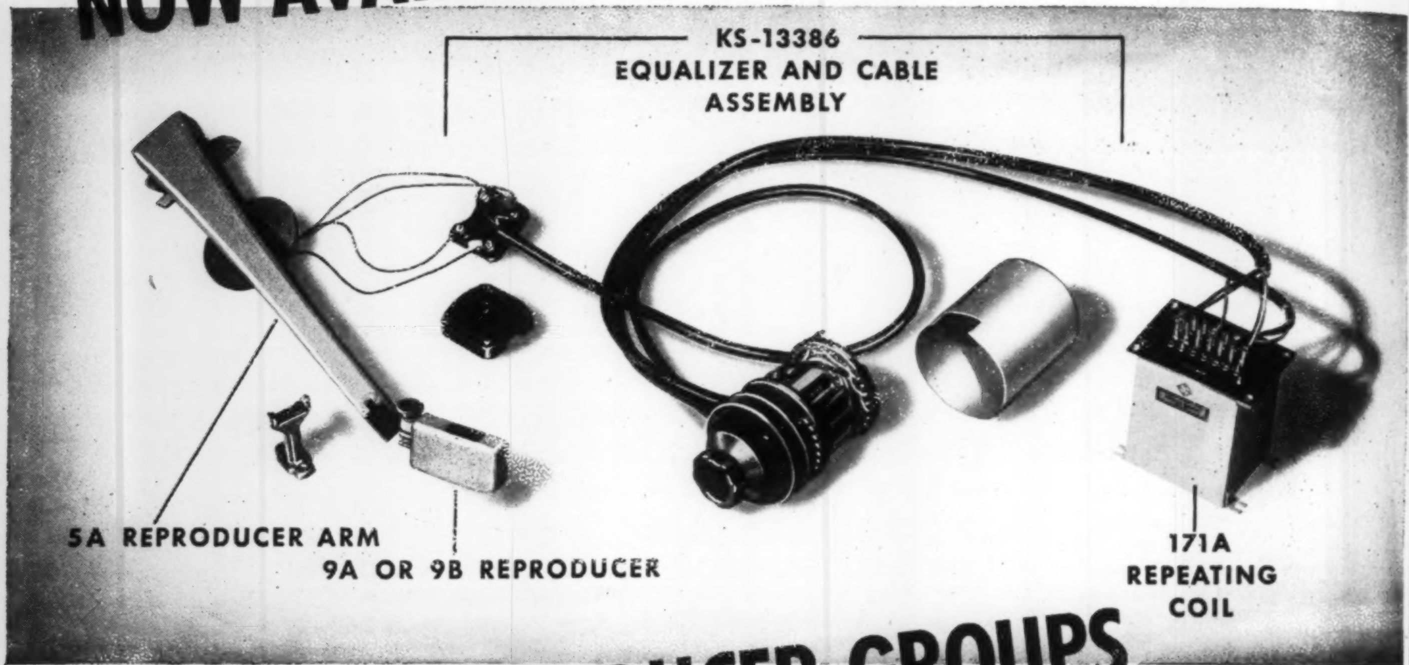
were made in Virginia during the year ending June 30th, 1946 . . . . almost ONE-THIRD of the total number of cigarettes manufactured in the United States. Tobacco, too, is grown in Virginia. Tobacco production and manufacture is but one part of Virginia's vast industrial empire, which is well served by the institution which is WRVA.

50,000 WATTS NIGHT AND DAY . . . STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA

REPRINTS OF THIS INDUSTRIAL SERIES ARE AVAILABLE ON REQUEST.

WRVA

NOW AVAILABLE FROM STOCK!



109 TYPE REPRODUCER GROUPS

The time-tested units developed by Bell Telephone Laboratories—manufactured by Western Electric

They're back in stock again! Western Electric's famous 109 Type Reproducer Groups are now available for immediate delivery.

These practical, efficient reproducer groups for use with any transcription turntable are *complete* "packages" incorporating reproducer, arm and rest, equalizer and cable assembly and repeating coil.

They're available in two types: the 109AA, with 9A Reproducer, and the 109B, with 9B Reproducer. Both types of reproducers give excellent results on either vertically or laterally cut discs. The 9A, with a 2 mil radius diamond stylus tip, is particularly outstanding on verticals; the 9B, with a 2½ mil sapphire stylus tip, is especially good for laterals.

The improved equalizer switch provides a choice of 7 positions, 2 for vertical recordings, 5 for lateral. Careful, thorough design and production control assure the closest possible matching of present day recording characteristics. Choice of scratch equalization is provided.

The low intermodulation distortion and wide response of the Western Electric 9A and 9B Reproducers retain for these popular units their leadership in the quality field. *Prove it to your own satisfaction on a well cut disc and wide range system.*

Get the full story on the 109 Groups and the 9 Type Reproducers . . . better still, place your order right now for immediate shipment. Call your nearest Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Western Electric

—QUALITY COUNTS—

DISTRIBUTORS: IN THE U.S.A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

Distributed by GraybaR
OFFICES IN 95 PRINCIPAL CITIES

PROMPT, CONVENIENT REPLACEMENT SERVICE ON 9A and 9B REPRODUCERS

Western Electric factory-rebuilt 9 Type Reproducers are immediately available on a revolving stock basis at your Graybar district warehouse. You can also arrange with your Graybar representative to trade in a used 9A against a new 9B, or vice versa.

WWJ-TV's FIRST YEAR

Results Commensurate With High Cost

"FOR SEVERAL years it is virtually certain that TV must look to [aural] broadcasting for financial support. Which means that the broadcaster who also becomes a televisor must redouble his energies in radio while he builds up a TV station, which, some day, may destroy his radio station. Unless in the meantime some screwball comes up with something still newer which will blow up the whole works. That's why I still maintain my membership in the coal miner's union."

That's the opinion of Harry Bannister, general manager of WWJ, WWJ-FM and WWJ-TV Detroit, after one year of operating a television station, plus AM and FM.

WWJ-TV went on the air with a 5-day week schedule on March 4, 1947, on a non-commercial experimental basis. The management insisted on a test period "to get all the bugs out of the equipment and to acquaint operating personnel with the daily problems of meeting schedule requirements."

HARRY BANNISTER, one of the most respected station managers in the industry, speaks with authority when he reviews the first year of a television operation. The Detroit News' WWJ-TV plus WWJ and WWJ-FM are under his able direction. The article presented here is the story of WWJ-TV's growing pains, highlighted with a running commentary by Mr. Bannister.

This move was decided upon despite the fact that many advertisers who had signed contracts for sponsorship on the station wanted to be included in the schedule right from the beginning.

Roughly, $350,000 was the amount of the TV investment. This figure did not include building costs, as WWJ-TV is housed in the WWJ quarters, plus using some additional space in the *Detroit News* Building.

After a three-month test period, the station went commercial, on June 3. The initial rate was $250 an hour. The figure was set going on the presumption that there would be 2,000-3,000 TV sets in Detroit by the end of 1947. It was based on the NBC rate in New York. Before the end of the year, however, there were 4,000 TV sets in the city. And at that time the WWJ-TV rates was raised to $300. Now, with 7,000 video receivers anticipated by April 1, rates have been increased to $350, effective March 1, 1948.

Original schedule was Tuesday-Saturday, 2-5:30 p.m. and 7-9:30 p.m. In recent months, program hours have been gradually extended, the average in the past three months being in excess of 30 weekly, sometimes over 40. Sunday was added to the schedule this February, effecting a full seven-day operation.

Among original sponsors were Goebel Brewing Co., Chevrolet, U. S. Rubber Co., J. L. Hudson Co. and Bulova Watch Co. Present sponsors also include Ford Motor Co., General Electric Supply Corp., American Tobacco Co., and Norge Division of Borg-Warner Corp.

Notable Events

Notable events of the year for WWJ-TV have been: The hour-long telecast of "The Principles of Atomic Energy," in cooperation with the U. of Michigan; midnight mass on Christmas Eve from St. Aloysius Church; opening sessions of the Detroit Common Council; full-length Rose Bowl football game on official U. of M. films; complete home schedules of the U. of M. and the U. of Detroit football teams; Detroit Tigers baseball games; stage play, "Apple of His Eye"; services from the Central Methodist Church on Ash Wednesday; Soap Box Derby; Henry Ford Boat Races on Memorial Day; bomber and fighter exhibitions from Selfridge Field on Air Forces Day; Benson Ford's first news conference on assuming direction of Lincoln-Mercury.

"It's an ominous fact," says Mr. Bannister, "that once a television receiver is installed in a household, it takes precedence over other forms of entertainment and becomes the center of attraction."

Mr. BANNISTER

Mr. Bannister believes one of television's hurdles is to offset the bad impressions caused by association with bars and cocktail rooms. "Tavern owners saw their opportunity and seized it by being first to install television," he says. "While each receiver drew many viewers, the results were not an unmixed blessing. Receivers are not always properly tuned, distances are too great and angles are frequently too sharp."

According to Mr. Bannister, many first saw television in this manner and came away with a rather distorted impression of the medium. Now, he says, saloon association is gradually being corrected. In Detroit the percentage of TV sets in public places is down to 25% and is shrinking steadily. Home ownership of TV receivers is beginning to far outshadow the number of public sets.

"Like all good things," says Mr. Bannister, "television comes high. Costs are appalling, by broadcasting standards, both for equipment and for operation. Current operating costs run between $40,000 and $50,000 a month. Current receipts are about $20,000 a month. I am hoping we'll be meeting expenses late this year—very late, say in the latter part of November or early December."

Cost Breakdown

Breakdown of the costs equals: Salaries 60%, depreciation 12%, film 10%, production and services 18%.

High though the TV cost may be, continues Mr. Bannister, "the impact it makes on the viewer's consciousness is fully commensurate with the cost. No advertiser with a business to protect and a market to safeguard can afford to ignore television, merely because of cost."

"The broadcaster who goes in for television must be prepared to face the facts that ultimately his TV station will compete with his radio station even stronger than will other radio stations," the WWJ-TV manager has discovered.

"To that end," he adds, "at WWJ-TV, while we maintain the TV staff as a separate entity, it is dovetailed in most supervisory capacities with WWJ, so that if the day predicted by David Sarnoff [RCA president] ever comes 'when there will be no sound without sight,' the two operations can be merged into one, or both can be maintained as separate units, indefinitely.

"With 66,000,000 radios and only 200,000 TV receivers," he concludes, "it will be many years before the potential threat of TV becomes a reality. But the ultimate threat is there, and long range management must never lose sight of it, and plan accordingly."

BOXING ON TV

Venture Into Promotion Successful—WBKB

WBKB Chicago's venture into the promotion of professional boxing matches which it televises is meeting with approval of both on-the-spot and home-viewing audiences, the station announced last week.

The Balaban & Katz video station initiated boxing telecasts Feb. 17 in Michigan City, Ind., one of its relay points, under an agreement which gives WBKB a voice in selection of the card and a share of "profits or losses" [BROADCASTING, Feb. 2].

Second boxing telecast Feb. 24 brought a healthy increase in attendance over that of the premiere, which drew a two-thirds house in Michigan City's 3,400-seat Elston auditorium, the station said. A capacity audience attended the March 2 bouts, and a sellout is indicated for March 23.

WBKB set up the partnership with Michigan City promoters when it was unable to secure a satisfactory contract to televise professional boxing in Chicago, according to Capt. W. C. Eddy, station director. The arrangement indirectly was intended to furnish evidence that television helps rather than hurts attendance at top-flight sports events, the WBKB director indicated.

In contrast with Capt. Eddy's views on this point, Fred W. Morelli, general manager of the Chicago Coliseum, reported his boxing card had been televised at a loss. Maintaining that teleset owners are as much a part of the audience as fans who attend, Mr. Morelli said he felt they should pay part of the gate if boxing telecast rights are granted.

Option on WLWC Site

CROSLEY Broadcasting Corp. (WLW Cincinnati), has taken an option on an eight-acre site in Clinton Township, just outside of Columbus, for the transmitter of WLWC, projected video station at Columbus. If the necessary approval from the Civil Aeronautics Authority is forthcoming, company will build a 590-ft. tower, said to provide a 40-mile radius video service range. WLWC will operate on Channel 3 (60-66 mc). Company has a TV station operating in Cincinnati (WLWT) and a permit for one in Dayton (WLWD).

STUDIOS and office space of KALL Salt Lake City and Intermountain Network have been expanded and remodeled to include total of 7,000 square feet of space occupying entire top floor of David Keith Bldg. at 248 S. Main St., Salt Lake City.

Radio Takes Share Of 1947 Ad Awards

Individual Bronze Awards Are Given To Sarnoff, Miller

AMONG THE 37 Annual Advertising Awards for 1947 presented during a gathering of 400 advertising, publishing and business executives at the Waldorf-Astoria Hotel in New York City March 6 were eight of particular interest to the radio industry.

Mr. Repplier

Theodore S. Repplier, president of The Advertising Council Inc., received top honors with a Gold Medal Award for his "distinguished services to advertising."

Other individual medal winners were George Burton Hotchkiss, Professor of Marketing, New York U., who received a special Silver Medal Award in recognition of his "distinguished services to advertising education." Justin Miller, NAB president, was presented a Bronze Medal Award for his "contribution to the knowledge and technique of radio advertising." David Sarnoff, RCA president, was awarded a Bronze Medal for his "contribution to the advancement of television as a service to the public and as a medium of advertising."

The Jury of Awards, under the chairmanship of John R. Buckley, business manager of *Good Housekeeping* Magazine, received over 5,000 individual advertisements at the closing date in December.

Founded by Edward Bok in 1924 and administered by the Harvard School of Business until 1930, the Annual Advertising Awards were revived in 1935 by *Advertising and Selling* Magazine, the present sponsor.

A Bronze Medal Award went to U.S. Steel Corp., as the advertiser and Batten, Barton, Durstine & Osborn Inc. as agency, for outstanding skill in commercial program production. The program cited was *Theatre Guild on the Air.*

For a commercially sponsored program contributing most to the advancement of radio advertising as a social force, S. C. Johnson & Son Inc. as the advertiser and Needham, Louis & Brorby Inc. as agency, won a Bronze Medal. The prize-winning program was *Fibber McGee and Molly.*

BMB received an award for its Study No. 1, which won recognition as "an original research development, conducted by an independent organization, not designed or used directly for the promotion of any media, product or service."

"Radio Ownership and Total Listening," a study by CBS, was accorded honorable mention in the class incorporating original research development "designed or used for the promotion of an advertising medium or service, the findings of which will be made generally available for the benefit of the industry."

First 15 Hoopers—Based on Feb. 28 Report

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	Year Ago + or —	Year Ago Position
Radio Theatre	152	Lever Bros.	J. Walter Thompson	30.5	23.0	+7.5	8
Fibber McGee & Molly	141	S. C. Johnson & Sons	Needham, Louis & Brorby	29.3	29.8	—0.5	2
Bob Hope	128	Pepsodent Div., Lever Bros.	Foote, Cone & Belding	26.5	31.0	—4.5	1
Jack Benny*	161	American Tobacco Corp.	Foote, Cone & Belding	25.6	29.0	—3.4	3
Truth or Consequences	137	Procter & Gamble Co.	Compton Advertising	25.2	16.5	+8.7	19
Fred Allen	160	Ford Dealers of America	J. Walter Thompson	24.4	25.8	—1.4	5
Amos 'n' Andy	149	Lever Bros.	Ruthrauff & Ryan	23.2	26.8	—3.6	4
Charlie McCarthy	143	Standard Brands	J. Walter Thompson	22.4	24.6	—2.2	7
Bandwagon	159	F. W. Fitch Co.	L. W. Ramsey	22.0	20.4	+1.8	11
My Friend Irma	146	Lever Bros.	Young & Rubicam	21.1	—	—	—
Walter Winchell*	220	Andrew Jergens Co.	Robert W. Orr	21.1	19.3	+1.8	13
Music Hall	143	Kraft Foods Co.	J. Walter Thompson	20.5	16.6	+3.9	18
Duffy's Tavern	134	Bristol-Myers Co.	Young & Rubicam	20.0	20.8	—0.8	9
Arthur Godfrey's Talent Scouts	145	T. J. Lipton Co. Div.-Lever Bros.	Young & Rubicam	18.9	—	—	—
Your Hit Parade	160	American Tobacco Corp.	Foote, Cone & Belding	18.6	11.2	+7.4	58

* Includes first and second broadcasts.

CKLW
can put
YOUR BRAND
Over
for LESS
in the
Detroit Area!

THE LOWEST RATE of
ANY MAJOR STATION in the AREA

CKLW

ADAM J. YOUNG, JR., INC., Natl. Rep.   Canadian Rep., H. N. STOVIN & Co.
J. E. CAMPEAU, President
5,000 WATTS • MUTUAL SYSTEM

MORTIMER

Says Public Service Ads Are Great New Force

NATIONAL public service advertising as practiced during the last five years was hailed as "a revolutionary instrument of great new power" by Charles G. Mortimer Jr., vice president of General Foods Corp. and chairman of the Advertising Council, in a speech last week at a luncheon meeting of the Radio Executives Club of New York. "Democracy's Newest Weapon" was the title of Mr. Mortimer's talk.

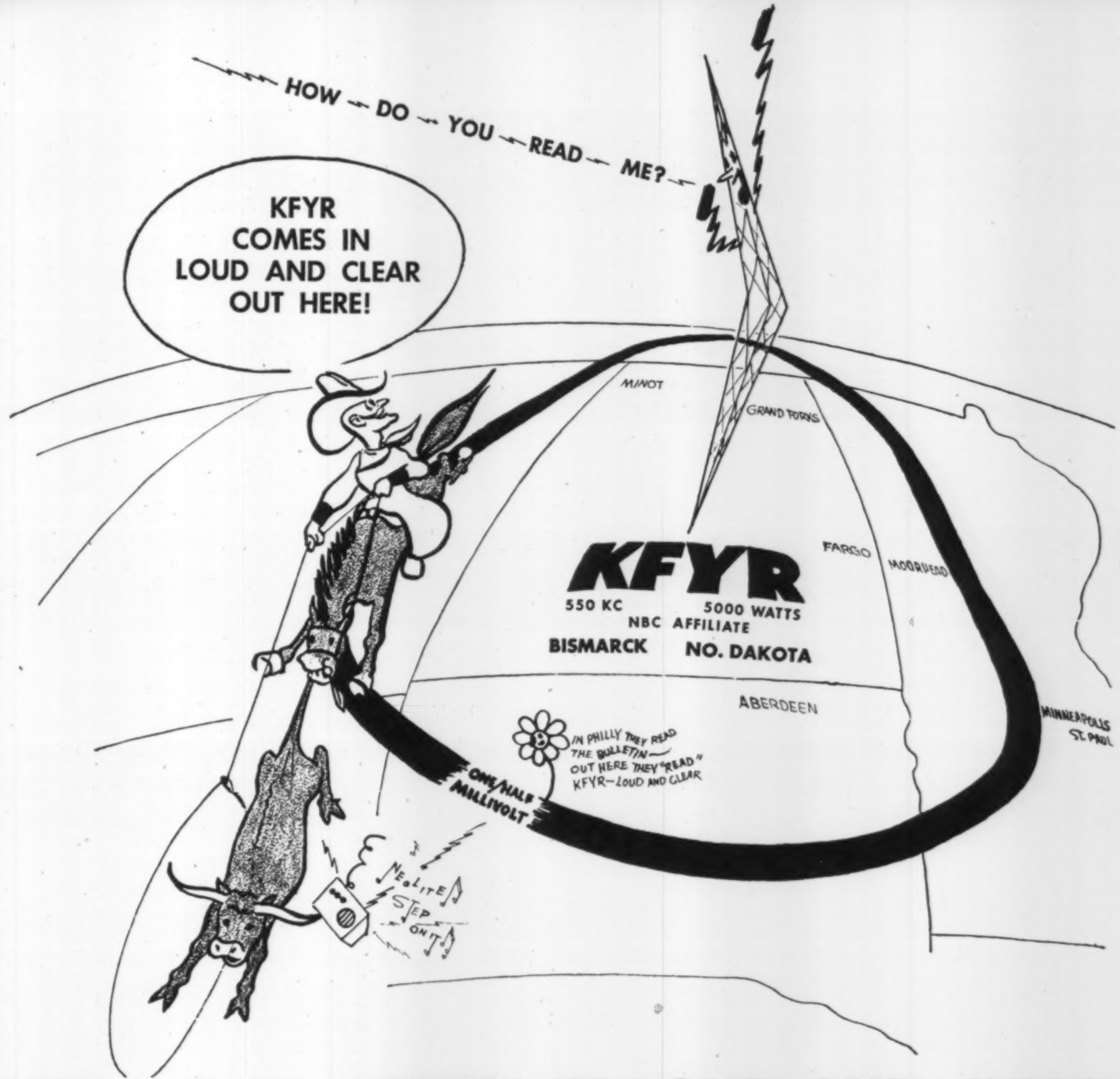
Mr. Mortimer

"This new force of public service advertising," said Mr. Mortimer, "has supplied a streamlined route to public knowledge, public opinion and public action . . . it has supplied our American democracy and our American way of life with an entirely new weapon to be used in its defense—and this weapon simply did not exist prior to 1941."

Mr. Mortimer traced the work of the Advertising Council since its wartime inception in formulating and coordinating public service advertising and praised radio's role in the joint undertaking.

"Radio is very strongly and ably represented on this (the Advertising Council's) board by Justin Miller, Frank Stanton, Mark Woods and Paul Morency. In addition, Ed Kobak is a director-at-large and one of our hardest working money raisers," Mr. Mortimer said.

WHAT?
a doubting
THOMAS
in the
house?
See page 61


HOW — DO — YOU — READ — ME?
KFYR COMES IN LOUD AND CLEAR OUT HERE!
MINOT
GRAND FORKS
FARGO
MOORHEAD
KFYR
550 KC
5000 WATTS
NBC AFFILIATE
BISMARCK
NO. DAKOTA
ABERDEEN
MINNEAPOLIS
ST. PAUL
IN PHILLY THEY READ THE BULLETIN— OUT HERE THEY "READ" KFYR—LOUD AND CLEAR
ONE/HALF MILLIVOLT
NEOLITE STEP ON IT

YES-KFYR COMES IN LOUD AND CLEAR IN A LARGER AREA* THAN ANY OTHER STATION IN THE U. S. A.

ASK ANY JOHN BLAIR MAN TO PROVE IT!

TV 'Amateur Hour' Gets 46.8 Rating

THE *Original Amateur Hour* was the top-ranking video program with New York viewers in February, with a city telerating of 46.8, according to C. E. Hooper Inc., which made the first in a series of continuing video audience surveys in New York the week of Feb. 8-14.

Sponsored by Kaiser-Frazer Corp., Willow Run, Mich., on the DuMont Television Network (WABD New York), Sun. 7-8 p.m., *Original Amateur Hour* achieved a rating unequalled in AM broadcasting since the peak period a dozen years ago of the Major Bowes amateur programs on which the video series is based. Swaney, Drake & Bement, Chicago, is the agency in charge.

Times covered by the initial telerating interviews, conducted by the same telephone coincidental method as the program Hooperatings of sound broadcasts, were: Sun., 6:30-8:30 p.m., 8:40-9:10 p.m.; Tues., 10-10:30 p.m.; Wed., 8:30-9:30 p.m.; Thurs., 8-9 p.m.; Fri., 9-9:30 p.m.; Sat., 9-9:30 p.m.

A Hooper spokesman said that the times of surveying television audiences will be extended as rapidly as additional subscription revenue warrants, as was done with the AM rating service. AM service began with coverage of limited hours and was subsequently expanded to include the full broadcasting day except for the very early morning and late evening hours.

TELEVISION program of Boston's Callahan Athletic Club for next season is discussed by Sam Silverman (r), the club's promoter, Richard Salinger (l), president of the Richard Salinger Advertising Agency, and Leonard Bernhardt, agency account executive. The Salinger agency has been granted the option on rights to televise the club's boxing shows.

88% of the families in this 5-Port Area listen regularly to KPRC*

BEAUMONT
PORT ARTHUR
HOUSTON
GULF OF MEXICO
TEXAS CITY
GALVESTON

ONE OF AMERICA'S MOST AMAZING RADIO COVERAGE STORIES!

And here's 100 million dollars plus extra spending money your client probably doesn't even know exists

In addition to the vast wealth of the great Southwest, you put your client in touch with a 100 million dollar plus bonus. That's what the transient officers and sailors of Houston-docked ships spend in the market each year, according to port officials.

FIRST in BMB

FIRST in HOOPER

FIRST in the South's First Market

*According to official independent survey.

● KPRC reaches five of America's greatest shipping ports. They are all big-money ports. Houston is America's fourth largest. Beaumont exceeds Boston in tonnage. Port Arthur exceeds Los Angeles.

Obviously your best radio buy in this opulent market is KPRC, the one station that blankets all five ports . . . talks to well over three-fourths of all the families, in this area *regularly*.

Yet KPRC is *not* the most expensive station, KPRC costs much less per listener.

First in listeners, second in price is a winning combination. For availabilities call Petry or write us. We'll act fast.

KPRC HOUSTON
950 Kilocycles • 5000 Watts
National Representatives, Edward Petry and Co.
Affiliated with NBC & TQN, Jack Harris, General Manager

MICHIGAN MEET

Community's Use Of Radio Told

"THE COMMUNITY Utilization of Its Radio Resources" was the featured subject discussed at the third annual Michigan radio conference which met Friday, March 5, at Michigan State College, East Lansing. ABC Vice President Robert Saudek, one of the principal speakers, spoke to the group on "Radio Looks at the Problem."

The conference brought together radio station executives, school teachers and administrators and Michigan civic leaders to discuss the question: "Can educators and radio executives get together to work out a plan for better use of the radio facilities of the state for greater community advantage?"

James Mahoney, manager, Western Division, MBS station relations, led the discussion on how a network can promote the community utilization of radio. His talk was followed by a radio executives panel directed by Dr. Willis Dunbar, member of the NAB Education Committee, and program director of WKZO Kalamazoo. Panel members included: George Cushing, vice president in charge of news and special events of WJR Detroit; Stanley Barnett, manager of WOOD Grand Rapids; Edwin K. Wheeler, assistant manager of WWJ-FM Detroit; Fred W. Wagenvoord, member of WKBZ Muskegon.

The educational institutes panel was directed by Ola B. Hiller, director of radio education for Pontiac High School, and was participated in by Mark Haas, WJR educational director, and Rose Lehman, department of education, Detroit Public Schools.

Robert Coleman, director of the Michigan State College station, WKAR, led the discussion on "Problems in FM Broadcasting." Participating were: Earl J. Stone, chief engineer of WELL-FM Battle Creek; Norris Grover, chief engineer of WKAR-FM East Lansing; Jack Parker, program director of WSAL-FM Saginaw; Kenneth Bartlett, director of WEAR Syracuse; and Mr. Wheeler.

The conference was sponsored by the departments of speech, dramatics and radio, the department of public relations, the department of journalism, the division of education and WKAR, all of Michigan State College; the Michigan State department of public instruction, and WJIM and WILS Lansing.

Collect Video

(*Continued from page 34*)

phase of the toll plan. In a letter to Phil Hanna, *Chicago Daily News* columnist, calling attention to the latter's article Feb. 3 on "Box Office Television," he wrote:

"As for first-run movies being used for television, I have my doubts. For good electronic reproduction motion pictures should be shot and processed especially for the medium.

"Then, too, there is the fact that Hollywood's entire production today could hardly hope to keep one station on the air for any length of time—let alone the hundred or more stations now being planned."

AWB

12th District Meeting Held In Oklahoma City

TWELFTH District AWB members would like to see women directors given more freedom in planning their programs and selection of sponsors; would like to see the AWB program included as an important section of the NAB Code, and urge that station managers benefit their stations by giving all eligible women employes an opportunity to belong to AWB and attend its meetings.

These were recommendations of the Kansas-Oklahoma district as it met for its 1948 session during the final two days of the Annual Radio Conference at the U. of Oklahoma, Feb. 28-29. (See story page 44.) The AWB meetings were held at the Oklahoma Biltmore, Oklahoma City.

The AWB session was opened Friday with a welcome from District President Julie Benell, KOMA Oklahoma City, and a report from the national AWB conference by Violet Short, thirteenth district president of AWB, KTSA San Antonio.

Special guest speakers were Miss Lucille Shearwood, Federal Advertising agency, New York, and Mrs. Waldo Stephens, national secretary of the Foreign Policy Assn.

Saturday afternoon the women broadcasters went to the Norman campus, and a group of twelfth district leaders spoke to station executives, and women students, on the importance of women's programs and gave concrete examples of successful programs now being aired in the Kansas-Oklahoma area. Speakers were: Miss Benell; Myrtle Wiley, KGFF Coffeyville, Kan.; Myrtle Hutchinson, KTMC McAlester, Okla.; Helen Davis, KGNO Dodge City, Kan.; Dorothy Ewing, KFBI Wichita and Jean Taylor, KCRC Enid, Okla.

Saturday morning Helen Barr, KOMA, and John A. Brown, department store fashion commentator, presented a special Easter showing of fashions for the women broadcasters. On Saturday evening the AWB visitors were guests of the Oklahoma City NAB members at dinner.

Look what 30¢ buys on WBZ

WANT TO GET THE MOST for your promotional dollar in New England? Bend an ear, then, to this case history!

The advertiser's name, Tern Incorporated. The product, a liquid household detergent. The promotional plan, offers of free samples during a 13-week test period. The media, five prominent New England stations.

Cost per inquiry (including station time, manufacturing, mailing and postage, and handling charges) ranged from $4.35 for one station all the way down to *30c for Mildred Carlson's "Home Forum" program on WBZ.*

Why this sensational success on WBZ? The advertiser credits it to Miss Carlson's sparkling enthusiasm.. and to her acceptance by thousands and thousands of housewives throughout the six New England states. Wherever you go in New England, people listen to WBZ.. and like what they hear.

WBZ BOSTON **WBZA** SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA

National Representatives, NBC Spot Sales—Except for KEX
For KEX, Free & Peters

OKLA. U. SESSIONS

New Radio Ideas Liven Meet

TOP RADIO specialists contributed their up-to-the-minute ideas to the sessions of the Annual Radio Conference at the U. of Oklahoma and the results were some of the important summaries of today's broadcasting status. Conference sessions were Feb. 26, 27 and 28 [BROADCASTING, March 1].

Corridor conversations during the final sessions centered around Ardien Rodner's statement at the television clinic that television will be the successor to aural broadcasting. He later amended the statement to AM broadcasting in its present state, but stuck by the latter assertion under rapid cross-questioning by AM and FM broadcasters.

Mr. Rodner, Television Advertising Productions executive of Chicago, further told the group that television is feasible within the next two years in market areas of 50,000 or less.

"Technically," he said, "television is here. Television is a competitive advertising medium with a growth from 30 advertisers one year ago to 210 television advertisers in February 1948. There are more than 200,000 sets in operation, and every survey has shown that set owners with a choice between television and AM choose the new medium by an overwhelming majority." He predicted rapid changes in television programming with the trend back to more studio productions, and new treatment of sports remotes.

Law Specialist Warns

At a session on radio law, J. G. Moser, radio specialist of the law firm of Moser and Lavine, Los Angeles, warned broadcasters that eternal vigilance was necessary if radio were to be kept free of costly state laws that even if proved unconstitutional might require years of litigation first. He predicted a wave of such laws were pending in many states.

Gov. Roy Turner was host to the farm directors of radio at a dinner in Oklahoma City during the second evening of the conference.

At a luncheon session of radio farm directors on Saturday, Charles Worcester, president of the Rural Farm Directors, and farm director of WMT Cedar Rapids, Iowa, predicted increased interest in radio farm departments. Although various program types are used, Mr. Worcester said that the radio farm programs, broadcast by approximately 140 farm directors, all fufill the same primary purpose: Accurate crop, market, weather and news information.

Layne Beaty of WBAP Fort Worth, and Ed Lemons of WKY Oklahoma City, led farm program discussions and WKY broadcast the regular Saturday edition of its farm program from the Norman conference session.

Promotion, public relations, and cooperation with research companies came in for discussion on each day's agenda. Advertising and program promotion were sources of spirited discussion on several occasions, with advertisers themselves represented on two panels.

E. L. Morris, vice president, Pabst Sales Corp., Chicago, told the broadcasters his frank expectations from radio stations as well as other media. "Advertising dollars today are expensive," Mr. Morris said. "Advertising costs increase daily. We must make the final penny of every advertising dollar count."

He said that local or spot campaigns often were decided upon on the basis of cooperation from a station with the Pabst network program. As an example of the type promotion Pabst considers the best, Mr. Morris read a list of the promotion devices used by KGNC Amarillo in publicizing the Eddie Cantor show and ultimately winning the company's $1,000 award.

Lack of Interest Scored

Freda Zimmerman of the Conlan Co., Kansas City, expressed concern over the lack of interest many broadcasters showed in "putting their station's best foot forward" when a Conlan survey was to be made in their area. She urged that broadcasters furnish a correct, advance program listing with complete information for the exact week the survey is to be made.

Campus station problems and city school radio stations were discussed at two sessions with F. Don Clark of the U. of Oklahoma chairmaning the first and George Jennings of the Chicago Board of Education, WBEZ, chairmaning the second. Showmanlike utilization of the vast talent, educational and creative resources of their areas was urged.

Edward Dunham, producer of the *Voice of Firestone* for NBC, told program directors that broadcasters weren't being fussy enough about the music either on networks or stations.

He cautioned station owners against block programming. Variety is the essence of good balance, and programs should be varied throughout the day so that listeners may enjoy much from the wealth of musical treasures, he said.

Roy Harlow of BMI's station relations, agreed. As an example he cited a southwestern station he had visited where 75 of the 77 musical programs broadcast weekly featured cowboy music. "No station in the world has an audience that demands that much sameness in music," he said.

AWB Session

The Assn. of Women Broadcasters' 12th district convention was held during the final two days of the conference. (See story page 42.)

Several special groups had sessions during the conference. A joint breakfast was held on Sunday morning for visiting members of the Association for Education by Radio and for members of Alpha Epsilon Rho, national honorary radio broadcasting fraternity.

O. C. Brown Jr., KBYE Oklahoma City, read a paper for Charles Wolfe of BBDO New York, which stated that today's most effective selling spots could be put in two catagories, entertainment or irritation.

At the Thursday luncheon session Charles A. Batson of NAB presided as a group of broadcasters, network representatives, advertising agency executives and educators discussed the possibilities of service to the industry by American universities.

Dr. Sherman P. Lawton, coordinator of radio at the U. of Oklahoma, led the discussion by asking the broadcasters if they were taking full advantage of the resources already available to them in research facilities at universities. He cited the almost universal habit of the professional engineering groups who turned to universities for answers to their research problems.

Ralph Hardy, KSL Salt Lake City, said that he believed a university could best serve by instilling in its undergraduates the principles of free enterprise and instructing its radio students in the power of free radio.

Judith Waller, NBC Chicago, suggested that networks should lead in better programming, experimentation and greater opportunities for university-trained personnel.

Thomas D. Rishworth, director of radio at the U. of Texas, emphasized the need for close cooperation between the radio industry and universities. W. O. Wiseman of WOW Omaha said he would like to see universities turn out about 100,000 adequately trained radio personnel in the next few years. Thomas Conroy of Conroy Advertising, San Antonio, emphasized the need of practical training.

Continuity Clinic

A continuity clinic for students and teachers began Thursday afternoon, continuing through Friday morning. Awards were made for best continuity samples.

At another session five radio executives discussed new programming problems in various station classifications. Chairmen were J. Johnson, KMOX St. Louis, and John Tinnea, KWK St. Louis, with Arthur Holbrook, WIBW Topeka, James Lawrence, KSD St. Louis, and Martin O'Brien, WMRO Aurora, Ill., as panel members. Limitations of time for big stations, limitations of budget for smaller stations are two of the greatest programming problems, in the opinion of the clinic.

Miss Lee Hall, radio director of Carter Advertising, Kansas City, and Monty Mann, vice president of Tracy Locke Advertising, Dallas, described some of the factors that govern timebuying by agencies.

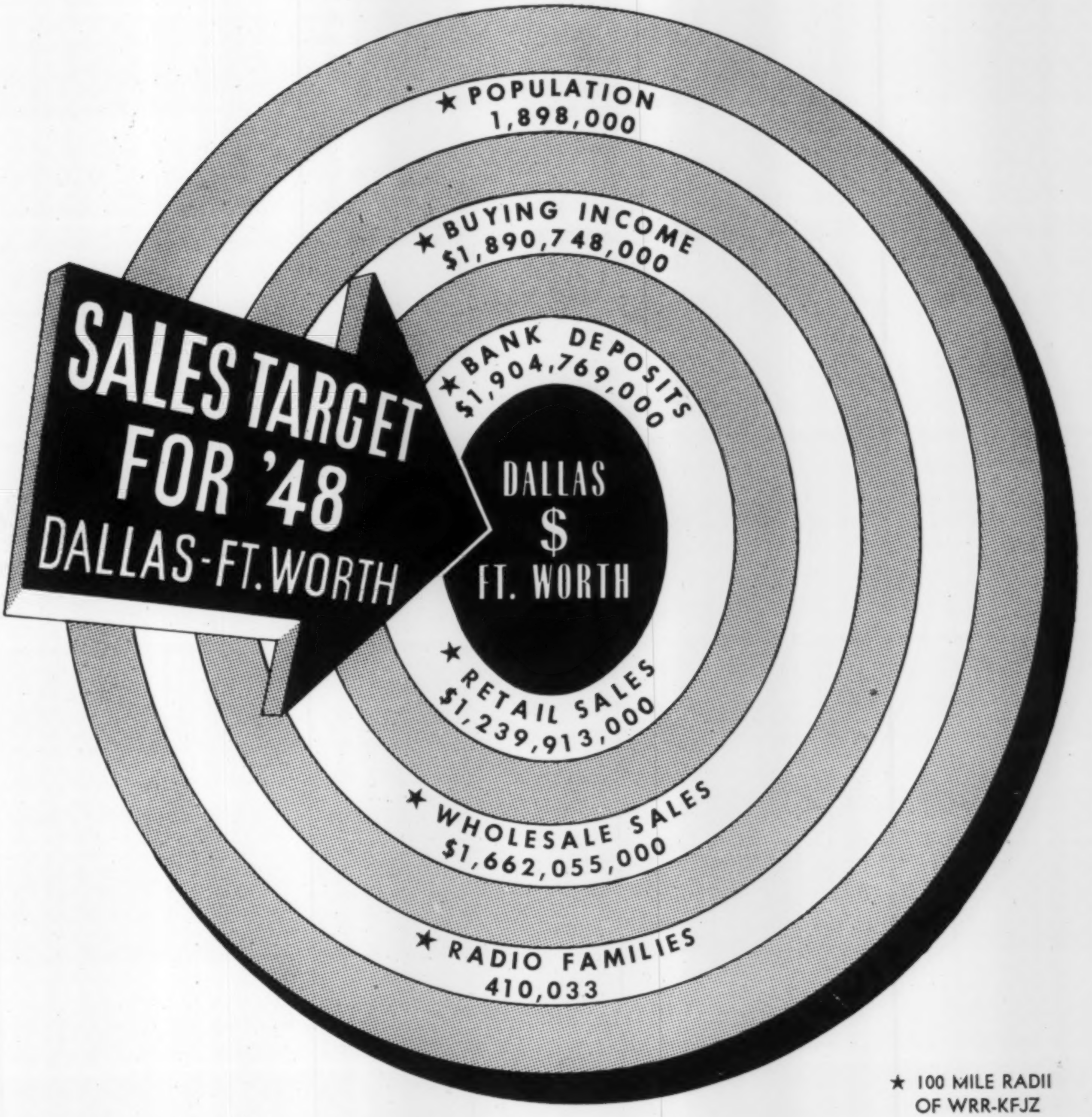
* * *

FARM DIRECTORS had two special sessions during the Annual Radio Conference at the U. of Oklahoma. Left to right are: Jack Clark, KWHN Fort Smith, Ark.; Charles Worcester, president, Rural Farm Directors, WMT Cedar Rapids, Iowa; Ed Lemons, farm director, WKY Oklahoma City and Layne Beaty, farm director, WBAP Fort Worth. Group is shown in the banquet room of the extension study center of the university immediately before WKY's broadcast at the RFD's Saturday luncheon.

Expect Commercial Shows By Spring Over WBEN-TV

COMMERCIAL programming is expected to begin on WBEN-TV Buffalo, N. Y. (Channel 4) in the spring.

A regular schedule of test programs was started Feb. 27. The patterns are being telecast Monday through Friday from 10 a.m. to noon and 3-5 p.m. The start of tests was delayed when a defect was found in a line from the transmitter to the antenna located atop the Hotel Statler. A 34-foot section of coaxial cable was rushed overnight Feb. 24 from WEWS Cleveland so tests could be started.



★ 100 MILE RADII
OF WRR-KFJZ

*Double-Punch this rich market
with a powerful radio combination
for a single price . . . .
WRR, Dallas, and KFJZ, Ft. Worth!*

TEXAS' BEST RADIO BUY

WRR
DALLAS

KFJZ
FT. WORTH

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE

WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

Quality

IS THE WORD

At WBAL, we maintain that there are no short cuts to quality. That it takes fine performance to create a loyal and responsive radio audience.

That's why you'll find WBAL's local programs of a size and quality unexcelled by any radio station—anywhere. That's why you'll find every WBAL production rehearsed and polished to pin-point perfection.

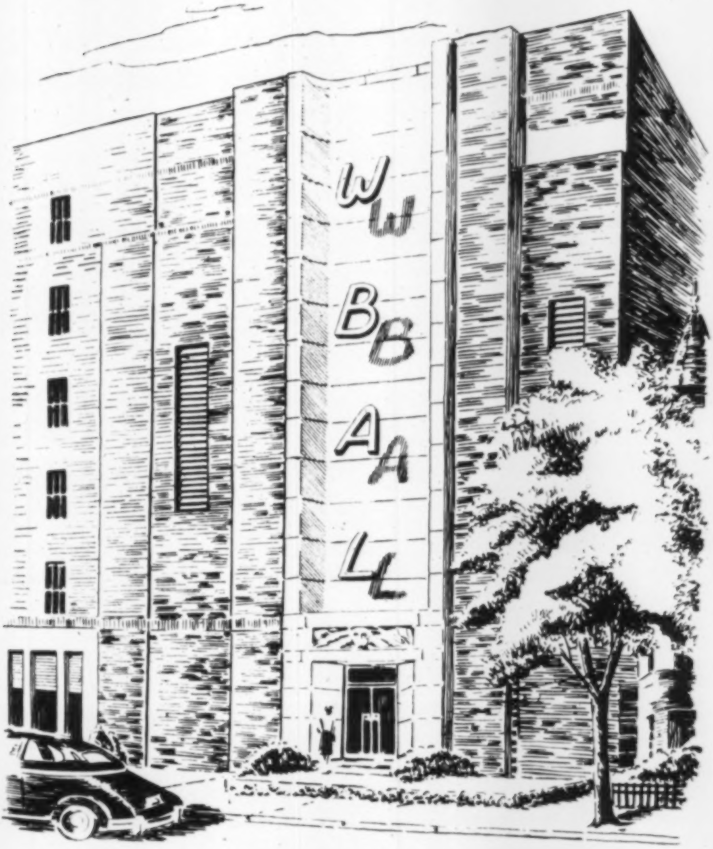
Day in and day out—we keep our standards hitched to the stars. Whether it's a musical show, a dramatic performance, a comedy program, or a public service feature—we make certain it's programming of the very highest calibre.

We operate on the premise that big audiences can be built without hip-hip-hurray and telephone call "rewards for listening." We maintain that radio commercials must be in good taste and not too wordy. We strive for a radio audience that tunes us in because they like what we send out.

Don't get the idea that WBAL wears a "high hat" and "striped pants." We aim for mass appeal. And we think we've made that appeal through high standards and high quality.

WBAL—50,000 WATTS—NBC AFFILIATE
"One of America's Great Radio Stations"
2610 N. Charles Street, Baltimore 18, Md.
Represented Nationally by Edward Petry & Co., Inc.

D FOR . . . WBAL



• MARKET

Baltimore, America's sixth city, the States of Maryland and Delaware and parts of Pennsylvania, Virginia and West Virginia. There are more than 900,000 radio families (more than 3,600,000 people) in this area.

• TELEVISION

Mr. Harold See, for 17 years with NBC and considered one of America's top television men, has been appointed Manager of WBAL-TV. The station will broadcast programs this month on Channel 11.

Editorial

FCC of the Senate

GLANCE to the right on this page. We give our opinion on another manifestation of the FCC's invasion of broadcasters' rights—the ban on editorializing which makes of the broadcaster a second-rate citizen.

Now the FCC has suffered what has all the ear-marks of being an invasion of its own rights. Unprecedentedly, the Senate Interstate Commerce Committee has instructed the Commission to hold up any decision at all on the clear channel case, which has lingered longer than any other issue before that body, until the Senate Committee has held hearings on clear channel breakdown and power beyond 50,000 w. Hearings are set for April 5, with all broadcasters invited.

The effect of the Senate Committee action is to preempt a regulatory function which Congress had delegated to the original Radio Commission in 1927 because Congress felt it could not itself undertake the highly complex tasks of allocation and regulation. This follows on the heels of the House Committee probe of the FCC's FM allocations. It's a vote of no confidence in the Commission.

The Committee's action may have far-reaching effects. Of greatest importance is the upcoming NARBA conference, scheduled for Aug. 2 in Montreal. U. S. proposals are due by May 1. The question of allocations on the North American continent revolve around clear channels. To hold up the clear channel decision—irrespective of the way it goes—is to imperil NARBA. Delay is inevitable. Senate Committee hearings on the Johnson Bill (S-2231) which would break down all 24 clears and limit power to 50,000 w, would be but the initial step. The Committee would have to act, followed by the Senate. Then House committee and House and finally Presidential approval. Legislation takes time.

Though it hasn't been expressed publicly, the FCC obviously is distressed, if not resentful. It knows the Senate is not qualified to allocate; that it doesn't have technical experts.

If the Senate Committee's action reflects the view of Congress, and if Congress has no confidence in the FCC, then it should abolish this Commission and set up one in which it does have confidence. (And the Senate committee should be mindful that only two members of the seven-man FCC have been with it longer than two years, and that the other members inherited whatever unsavory reputation the FCC may have.)

It is just as appropriate, we think, to explore the FCC's own activities which indicate a vote of no confidence in the nation's broadcasters. Why should the Commission preempt the programming, and the business and editorial functions of the licensees? Is the FCC membership or staff better qualified to direct station operating functions?

It is just as grotesque, in our judgment, for the Senate to attempt to devise allocations, as it is for a group of bureaucrats to tell broadcasters how to run their stations.

There's no Senate Committee, so far as we're aware, that is qualified to evaluate the intricacies of radio propagation. And there are no members of the FCC smart enough to do a better job of programming radio than the broadcasters themselves.

Simple as S-t-a-l-i-n!

WHEN STALIN moved in on Czechoslovakia in what history will describe as a bloodless coup, his Communistic henchmen first took over the radio. Then the press was threatened with punishment if it did not submit to Government censorship, i. e., publication of news favorable to the new Communistic regime.

Meanwhile the Russian radio from Moscow has stepped up its global propaganda attacks, spewing invective against the United States and the so-called Western Democratic powers.

All this is strikingly reminiscent of the patterns of the maniacal Hitler and the shrieking Mussolini in years that lie green upon our memory.

In Newburgh, N. Y., two newspaper reporters were jailed and fined the other day because they refused to reveal the source of certain published information, standing on their journalistic prerogatives.

Last week in Washington, the FCC began hearings on the right of broadcasters to editorialize over their microphones. The issue is clear cut. Is radio a free news entity on equal footing with the press? Or stated another way, did the Founding Fathers intend that any class of citizens be denied the right of free speech? Radio simply seeks the *right;* the deed is up to the individual broadcaster.

There's lots of argument. Several of the Commissioners are querulous. They are splitting hairs. They raise the phony scarcity issue, when there are more than twice as many radio stations operating or authorized as there are daily newspapers.

The FCC, of course, is merely in the process of taking testimony. It is listening to both sides. Every left-wing element in the country is getting in its licks, in one fashion or another.

We commend to the FCC that it listen to the news broadcasts and scan the headlines before it decides the Mayflower fate. It should take judicial notice of the fact that the spoken word becomes the printed word via television and facsimile.

Then it should read the First Amendment of the Constitution.

Once-Over Twice

AGAIN the people look at radio.

And again they proclaim in unvarnished statistics that the government must stay out of radio. The voice is far stronger than that of two years ago when the first nationwide cross-section was taken of listener attitudes.

In equally firm fashion they back up their stand on behalf of private enterprise with unqualified endorsement of radio advertising.

Analysis of this second study conducted by the National Opinion Research Center shows the niche American radio has carved for itself in the hearts and minds of American listeners (see story, page 13).

As in the first survey two years ago, the effort was made to learn what the listener dislikes as well as likes. The effort was not in vain, for the tables are by no means a lily-white tale of perfection and purity.

On the other hand, these cold figures tell broadcasters as they have been told only once before what is good and what is not good in American radio. They point to many encouraging trends, and to a few that are discouraging. But at least they point, and therein lies the chance for all who have the interests of broadcasting at heart to examine weaknesses and act accordingly.

Our Respects To —

HENRY SEATON DAWSON

BOYHOOD HOBBIES, in radio at any rate, have a habit of leading to a career. Such was the case with Henry Seaton Dawson who saw the light of day, radio-wise, as a radio amateur with his own low power shortwave transmitter, while still in high school, and decided that he would become a radio engineer.

He retires shortly as consulting engineer and manager of the Canadian Assn. of Broadcasters to go back to engineering in the radio manufacturing industry. April 1 he will join Canadian General Electric, Toronto, on special assignment for the Electronics Division.

Just as the war ended in 1945 he left super-secret radar and other radio activities in the Canadian government's Research Enterprises Ltd. plant at Toronto, where he was assistant chief engineer, to become chief engineer of the CAB. This was the first time the Canadian counterpart of the NAB had an engineer, and Henry Dawson started from scratch, not only to build up a library of engineering information of all North American broadcasting stations, but also to visit each CAB member station and discuss engineering problems.

As a result of the survey, the CAB was able to present a detailed case at the 1947 Parliamentary Radio Committee hearings for increases in power for many Canadian stations. Till that time the authorities at Ottawa had not allowed stations to use more than 5 kw, unless they were using more than that prior to November 1936, when the nationalized Canadian Broadcasting Corp. was established. Mr. Dawson's engineering survey showed Parliamentarians the need for Canada to allow its stations to increase power to take advantage of permitted power under the Havana Treaty. The Parliamentary Radio Committee last year recommended stations be allowed to increase power to the limit of the Havana Treaty regulations.

Mr. Dawson also at the same time as CAB engineer played an important part in the engineering recommendations for Canadian FM stations. FM broadcasting in Canada is still far behind that of the United States, but after many conferences by Mr. Dawson with CBC and Dept. of Transport officials, regulations were drafted to allow Canadian AM station operators to apply for and install FM transmitters and give them a priority on such applications. Only recently have FM applicants without AM stations been allowed to apply for licenses, and to date only one has been licensed.

(Continued on page 50)

ON A NOTE OF BEAUTY Beauty in music, like any other type of beauty, is an all-compelling force . . . attracting and holding listeners, making them say, "Give us more." WQXR-WQXQ has a loyal audience devoted to good music . . . an audience of more than half a million families in the New York area . . . an audience that responds to sales messages accompanying the music it loves. Music's power to attract, hold and sell this vast audience is resulting in greater sales for a large list of national and local advertisers now using WQXR-WQXQ . . . the stations distinguished for fine music and the news bulletins of The New York Times.

WQXR

. . . and FM Station WQXQ
Radio Stations of The New York Times

MILLION-DOLLAR expansion program of The Friendly Group stations was announced at meeting of officials Feb. 22 in Pittsburgh. Group officials seated (l to r) front row are: Joseph Troesch, FG technical director; Ken Foellinger, FG comptroller; Jack Merdian, general manager, WPIT Pittsburgh; John Laux, FG managing director; C. C. Swaringen, commercial manager, WPIT; Irving Teetsell, manager, WFPG Atlantic City, N. J.; Lou Steketee, manager, WKNY Kingston, N. Y.; Joseph Hershey McGillvra, FG national representative. Second row: Bill Sauerstrom, national office, Chicago; John Berninger, WPIT; Claude Middaugh, WKNY; Lee Campbell, WSTV Steubenville, Ohio; Bill McKenna, program director, WFPG. Top row: George Hand, WKNY; Eddie Adams, WPIT; George Wilson, program director, WSTV; Lou Shapiro, WSTV; George Gailey, program director, WPIT; and R. P. Griffith, WPIT. Expansion plans include FM now under construction at WPIT, WFPG, WKNY and WBMS Boston, when sale is consummated, and television activity at WPIT, WSTV and WFPG.

Respects

(Continued from page 48)

while a large number of AM stations are now installing FM transmitters.

In November 1946 Mr. Dawson added to his engineering job at CAB the post of manager while the staff was increased to include a public relations director and a broadcast advertising director to sell the medium, as well as the secretary-treasurer. With young men at the helm, the CAB convention last year took on a new look, largely the work of Mr. Dawson, with panel sessions on sales, engineering and research being used to replace the former method of closed sessions dealing mainly with CAB business. The sessions at the present CAB convention follow the Dawson formula and are largely devoted to panel sessions.

The 15 months that Mr. Dawson has been the executive head of the CAB have been among the busiest in the CAB's history. There was not only the postwar engineering planning for most CAB member stations, on which he was called in almost every day, but there was the big campaign launched last summer in connection with the CAB's brief to the Parliamentary Radio Committee for an independent regulatory body, fashioned on that of the United States Federal Communications Commission.

Henry Dawson was born at Weston, Ont., a suburb of Toronto, Feb. 1, 1909. He received his schooling at Toronto and private boys' schools, then went to Cornell U., Ithaca, to take an electrical engineering course. He started his professional radio career as a ship's operator on the Great Lakes and on ocean-going ships, seeing Australia, New Zealand, as well as England and European ports in his travels. Settling down after his travels he joined Rogers Radio Tubes, Toronto, in 1933 as a research engineer, staying till 1937, when he moved as chief engineer to CFRB Toronto, then affiliated with the tube firm. In 1940 he was loaned by CFRB to the Canadian government as project engineer on radar development and production, working at the Research Enterprises Ltd. wartime factory at Toronto, from the day the first building for electronic work was started. In 1944 he became assistant chief engineer of Research Enterprises.

NARBA Work

As CAB engineer Mr. Dawson has attended the NARBA meetings at Rio de Janeiro, Washington and Havana, presented detailed reports to CAB members, and assisted the Canadian delegation to these conferences with data and needs of CAB member stations.

In 1939 he married Jane Allison Bastedo, and they have two sons, David, six, and John, three years. He is a past chairman of the Toronto section of the Institute of Radio Engineers, is vice-president of the Canadian Council of the IRE, member of Cornell chapter of Kappa Sigma fraternity, and is a member of the Assn. of Professional Engineers of Ontario (Electrical Branch). When not busy with radio engineering and CAB management problems he likes to fix things about his house, to listen to recordings of piano concertos, to go swimming and in winter, skiing.

Management

JOHN J. GARRETT Jr., commercia manager of WCBC Anderson, Ind has been appointed manager of tha station. Mr. Garrett will assume hi new duties March 16, to assist wit celebration of station's first anniversar on March 17.

JOHN J. GARRETT Jr., commercia manager of WCBC Anderson, Ind., ha been appointed manager of that statio Mr. Garrett will assume his new dutie March 16, to assist with celebration c station's first anniversary on March 1

JENNINGS PIERCE, manager of statio relations for NBC, Feb. 24 addresse Advertising and Sales Club of Seattl

ARTHUR C. KATIMS has joined la firm of Theodore Granik and Albert Carretta in Washington, D. C., offic He will specialize in matters dealin with federal agencies.

JERE H. HOLDEN, former assistan manager in charge of programs o WPAM and WPAM-FM Pottsville, Pa has been named manager of WRZE(FM now under construction in York, Pa.

CHARLES G. BURKE, general manage of KFGO Fargo, N. D., has been name member of general committee for 117t district Rotary Club conference to b held in Fargo this month.

WILLIAM N. KREBS, FCC assistan chief engineer and chief, marine radi & safety division, and Leona Heidorn were married Feb. 22.

DAN CAMERON has been appointed manager of new 50-kw CBX Edmonton, which opens on July 1.

CHARLES L. HELLMAN has opened law office at 307 Victor Bldg., Washington. His practice will be limited to the FCC

FRITZ LEYDORF, WJR Detroit vic president in charge of engineering, i in Los Angeles for week's conference with **LOYD SIGMON**, KMPC Hollywoo chief engineer.

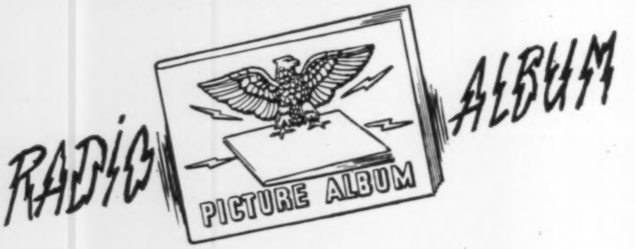
F. H. ELPHICKE, manager of CKWX Vancouver, has been elected 1948 chairman of Advertising and Sales Burea of Vancouver. **DON E. LAWS**, commercial manager of CJOR Vancouver, has been elected a director of the bureau.

HARRY WITT, assistant general manager of CBS Western Division, is in New York to attend semi-annual meeting of network's owned and operated stations.

HARRY BURKE, general manager of KFAB Omaha, March 1 addressed radio and journalism students at Creighton U., Omaha. He discussed radio as a career.

G. R. A. RICE, owner-manager of CFRN Edmonton, and **T. A. GRAHAM**, promotion and publicity director of CFRN, have been elected vice president and director, respectively, of Canadian Cancer Society, Alberta branch.

YOUR OWN TAILORED



AT NO COST TO YOU

direct publisher to station service

Albums created *especially* for your station available at no cost to you . . . no cost to your listeners. We now have exclusive national sales and distribution rights for all Radio Albums produced by the Howard Company, Peoria, Illinois publishers who have, since 1938, produced almost 200 Radio picture albums distributed for stations from coast to coast.

you can have thousands of individually planned radio albums distributed

AT NO COST TO YOU

and exclusive in your city

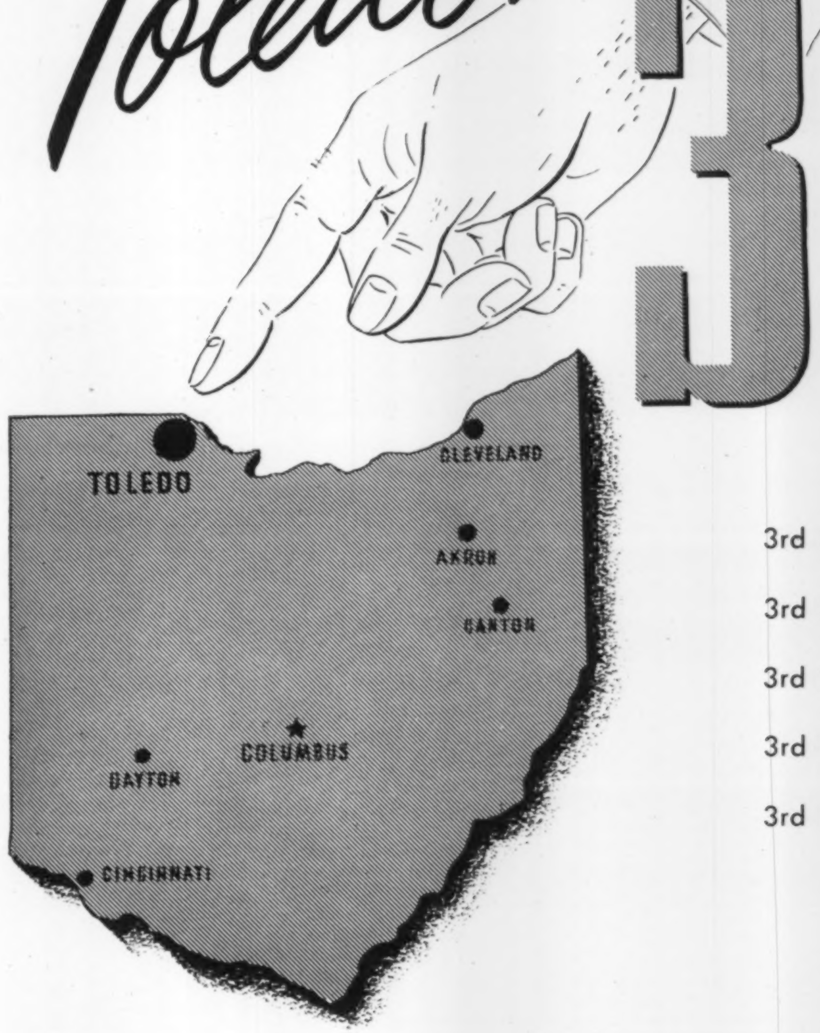
Write or phone today . . .
exclusive rights to only one station in each city.
Phone 4-9180

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

are you a *doubting thomas?*

SEE PAGE *61*

Toledo... 3rd MARKET IN OHIO



TOLEDO
CLEVELAND
AKRON
CANTON
COLUMBUS
DAYTON
CINCINNATI

3rd In Number of Families.

3rd In Total Retail Sales.

3rd In Food Sales.

3rd General Merchandise Sales.

3rd In Drug Store Sales.

WSPD COVERS A MARKET AREA OF OVER 1,000,000 PEOPLE WHO HAVE AN EFFECTIVE BUYING POWER OF OVER A BILLION DOLLARS!

TOLEDO'S NBC OUTLET

Represented Nationally by the KATZ Agency

WSPD TOLEDO, OHIO

5000 WATTS

NBC

A FORT INDUSTRY STATION

General Foods Will End Fanny Brice Sponsorship

FANNY BRICE, star of the *Baby Snooks* show, and General Foods will terminate their 11-year association at the end of the current season, May 28, it was disclosed last week. The announcement was made by Sylvester Weaver, vice president in charge of radio at Young & Rubicam, GF agency.

Reallocation of advertising funds by General Foods was reason for contract's termination, according to Howard M. Chapin, sales and advertising manager of the Jello Division of General Foods. It is understood that the company will retain its air time, and is considering *Mr. Ace and Jane* (CBS sustainer, Sat., 7 p.m.), among other shows for sponsorship.

In making the announcement Mr. Chapin said that during the 11-year period General Foods' association with Miss Brice has been "both happy and profitable." The *Baby Snooks* show is heard on CBS, Fri., 8-8:30 p.m. (EST).

AFA Adds Nashville

THE ADVERTISING Federation of America has announced the granting of a charter of membership to the newly organized Nashville Advertising Federation. An officer of the new club is F. C. Sowell, general manager of WLAC Nashville, president.

EX-SERVICE "HAMS" WANTED

The Armed Forces recognizes the tremendous contribution of radio amateurs and communication personnel of all classes in war and peace. Those of you who have served actively, in the Army, Navy or Air Force or who intend to in an emergency or are otherwise interested, should retain contact with military communications, which will continue to pioneer in radio and electronics. Keep abreast of developments and read about past accomplishments in this field through the columns of the illustrated magazine "SIGNALS" which is free to all Association members. Join our association, supported by both industry and the military, the chief purpose of which is to ensure, through preparedness, that America will remain strong. Fill in this form and mail with $4.00 or write for full details to:

ARMED FORCES COMMUNICATIONS ASSOCIATION
(Formerly Army Signal Assn.)
President, David Sarnoff
1624 - I St., N. W. Washington 6, D. C.

NAME: ____________________
Last First Middle Initial Grade

Army ☐ Navy ☐ Air Force ☐

ADDRESS: ____________________
Street City State

Commercial

WILLIAM F. MALO Jr., formerly with WCCM Lawrence, Mass., and WAVZ New Haven, Conn., has joined sales staff of WNHC New Haven, Conn. He is the son of **WILLIAM MALO,** commercial manager of WDRC Hartford.

BOLLING Co., New York, has been appointed by WOV New York as its station representative, effective March 7. **JOHN PEARSON Co.,** New York, previously represented the station.

CARROLL GARDNER, veteran of 20 years in radio, has been appointed advertising director of WABB and WABB-FM Mobile, Ala. He formerly was with WMBR Jacksonville, Fla., for 14 years, last four years as station manager. Mr. Gardner began his radio career with WAPI Birmingham, Ala., and at one time managed that station.

Mr. Gardner

MERRITT TROTT, former manager of Baltimore office of Courtland Ferguson Adv., has joined sales staff of WINX Washington. He previously was with advertising department of Washington Post and in 1940 was with WINX commercial staff.

ROBERT S. HALLORAN, office manager and auditor of WBZ-WBZA Boston-Springfield, recently was awarded service button for 15 years' service with Westinghouse.

HENRY GERSTENKORN, MBS Hollywood assistant general sales manager, is on two weeks business trip to New York and Chicago conferring with John Blair & Co. and MBS executives.

H. N. STOVIN & Co., Toronto, station representative firm, will hold sales clinic for its stations at Toronto March 15-16, following Canadian Assn. of Broadcasters convention. Meetings will be held at Elliott-Haynes Research Co. headquarters at Toronto.

J. ROLSTON FISHBURN, formerly with Chicago Sun advertising staff and in radio representation field, has joined the Walker Co., Chicago.

TED ARNOLD, local sales manager at WHBF Rock Island, Ill., has been elected president of Rock Island Community Chest for 1948.

JIM BROWN, salesman at WBBM Chicago, is the father of a girl, Patricia Ann.

BOB MOORE, advertising representative of WMOB Mobile, Ala., has been elected secretary-treasurer of Mobile Advertising Club.

C. WALLACE MARTIN, sales representative of WIS Columbia, S. C., is the father of a boy, C. Wallace Jr.

JOHN E. PEARSON Co. has been appointed national representative for WGOV and WGOV-FM Valdosta, Ga.

FRANK TAMULONIS, sales representative of WPAM and WPAM-FM Pottsville, Pa., has been appointed sales manager of the stations.

ANITA BUSEK, traffic assistant of KWSC Pullman, Wash., has been appointed traffic supervisor.

BOB SWARTZ, former special events man for KWSC Pullman, Wash., has joined sales and news staff of KVNI Coeur d'Alene, Idaho.

B. C. MOSES, formerly with McMains Inc., Dallas, and KGBC Galveston, Tex., has joined staff of KATL Houston, as account executive.

HAROLD H. HOFFMAN has been appointed manager of Forjoe & Co., San Francisco office.

HADDEN NAMED V.P., GEN. MGR. OF HOOPER

H. DOUGLAS HADDEN was elected vice president and general manager of C. E. Hooper Inc. and Albert M. Wharfield was elected vice president in charge of advertiser and agency relations at a special board meeting of the radio audience research organization Feb. 24.

Mr. Hadden, who has served on special assignments since joining the Hooper firm last September, was previously vice president and general manager of Dillingham Brothers Ltd., manufacturers sales representative in Honolulu, following four years' service with the U.S. Naval Reserve. Before entering the service, he had been president of Dorland International, New York advertising agency.

Associated with C. E. Hooper Inc. since 1939, Mr. Wharfield was called for Army duty shortly after Pearl Harbor and for the duration served with the War Dept.'s Bureau of Public Relations, in charge of recording and scheduling all Army radio programs, including those shortwaved to troops overseas.

After his discharge Mr. Wharfield returned to his position as manager of program Hooperatings. He now is executive head of that service for advertisers and agencies.

New WBS Feature Has 43 Subscribers

Clients in 20 States, Canada Use Library Service

A TOTAL of 43 stations have subscribed to the new World Feature Library since November and subscriptions are continuing at the rate of 15 a month, according to A. J. Kendrick, vice president and general manager of World Broadcasting System Inc., a subsidiary of Decca Records Inc.

The library contains 12 features, each comprising 156 15-minute broadcasts. More than 2,100 musical units are in the library. These units, Mr. Kendrick said, may also be used individually to build programs to meet special needs.

More than 20 states are represented in the new subscriber list, Mr. Kendrick revealed.

The feature library is the newest addition to the firm's programming services for stations and advertising agencies. It augments the World Program Service Library, which, according to Mr. Kendrick, is used by 625 stations.

Brands Week

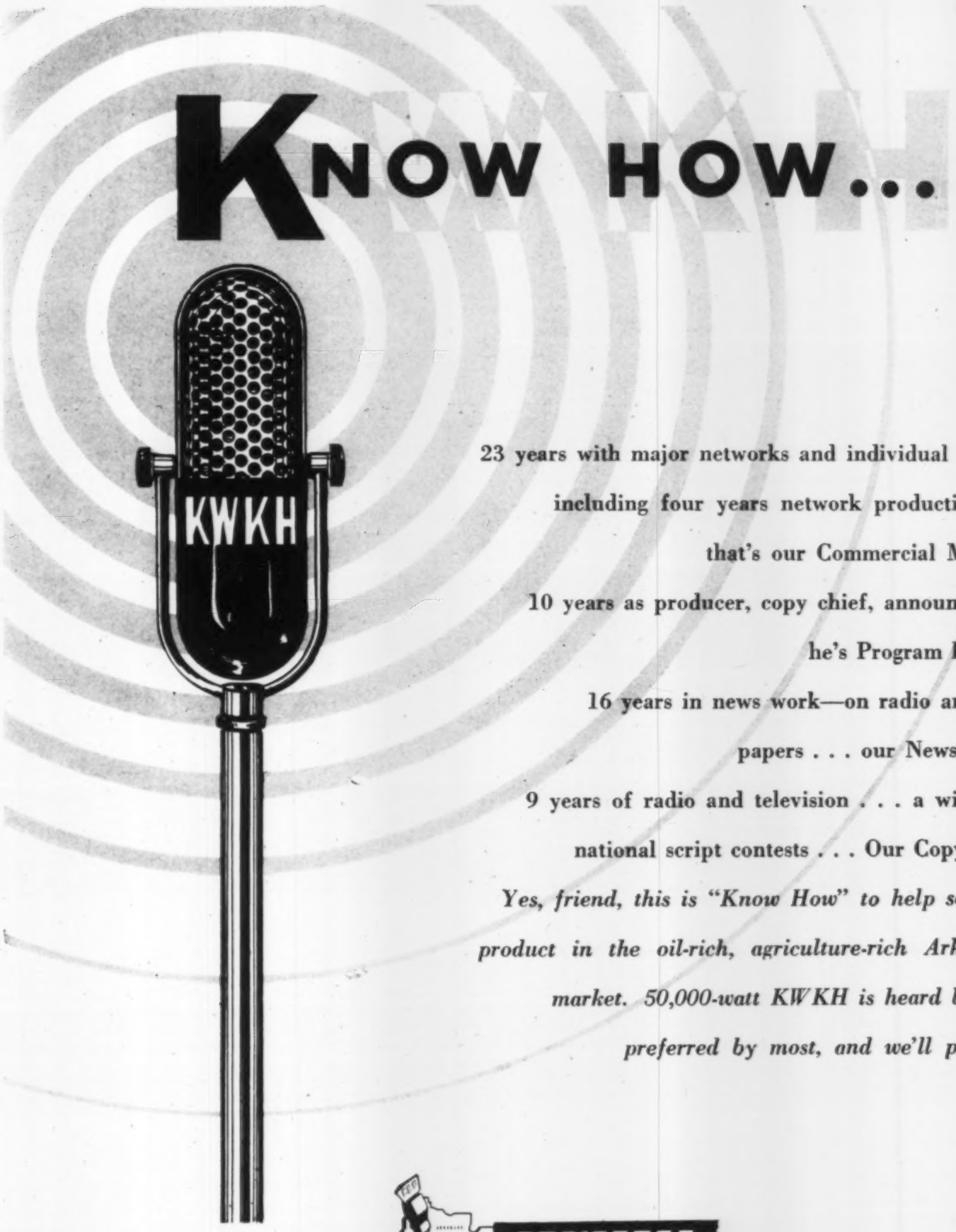
NATIONAL advertisers such as Coca-Cola Co., New York, and Anchor Hocking Glass Corp., Lancaster, Ohio, will participate in the nationally-advertised Brands Week April 9-19, according to an announcement last week by the Brand Names Foundation Inc. Special announcements and opening and closing program spots will be made, with more than 200 variety chain store companies, comprising approximately 6,000 stores throughout the country, taking part in the campaign. Announcements will call attention to the fact that "quality as well as quantity is obtainable in chain stores," the foundation said.

"VOICE OF THE ARMY," 15 minute transcribed recruiting show, presented by U. S. Army and U. S. Air Force Recruiting Service, now in its 7th year of broadcasting, is heard over more than 1050 stations, Col., L. W. Yarborough, chief of Recruiting Publicity Bureau, has announced.

Center Your Attention on

Center of the Dial
860 kc
MILWAUKEE

KNOW HOW...



23 years with major networks and individual stations, including four years network production . . . that's our Commercial Manager.

10 years as producer, copy chief, announcer . . . he's Program Director.

16 years in news work—on radio and daily papers . . . our News Editor.

9 years of radio and television . . . a winner in national script contests . . . Our Copy Chief.

Yes, friend, this is "Know How" to help sell your product in the oil-rich, agriculture-rich Ark-La-Tex market. 50,000-watt KWKH is heard by most, preferred by most, and we'll prove it!

KWKH
SHREVEPORT
50,000 WATTS
The Shreveport Times Station

There are seven other radio stations in the Ark-La-Tex. All of them combined will not cover the rich primary (50%) area of 50,000-watt KWKH.

Agencies

JOHN H. SCHNEIDER, who was with Kudner Agency, New York, for 15 years and served as account executive for Texas Co., New York, has joined Owen & Campbell Agency, New York, as vice president. He will handle, in addition to new business, National Brewing Co., Baltimore, account.

KERMIN, THALL & LAVELLE, New York, has established television department. **ROBERT FUCHS**, formerly with set design and production at Paramount Pictures, Hollywood, and **TONY PAN**, formerly in video branch of BBC in London, head new video department.

WILLARD SCHROEDER, former general manager of WINS New York, has joined Ketchum, MacLeod and Grove Inc., Pittsburgh, as director of newly-established radio and television department. Mr. Schroeder previously was sales manager of WCAE Pittsburgh.

Mr. Schroeder

JAMES BACHARACH and **RUTH McCARTHY**, staff members of Ruthrauff & Ryan, New York, have been promoted to copy staff of the agency.

JAMES J. TENNYSON, former copy supervisor with Biow Co., New York, and prior to that copy chief of Dancer-Fitzgerald-Sample, Chicago, has joined copy staff of Duane Jones Co., New York.

JEREMY GURY, copy director for Donahue & Coe, New York, has been elected vice president.

FRANK J. KIVLAN, copywriter on American Airlines account for Ruthrauff & Ryan, New York, has joined Peter Hilton Inc., New York. He is assistant to Mr. Hilton for promotion of new products.

STOREY M. LARKIN, vice president of Caldwell-Baker Co., Indianapolis, has been elected to board of directors and agency has been reincorporated as Caldwell, Larkin & Co. **HOWARD C. CALDWELL** is president and general manager. **ELLIS J. BAKER**, who with Mr. Caldwell founded the agency in 1922, resigned in 1936 to enter newspaper publishing field.

DAVE FOUTZ Adv., Hollywood, has been acquired by three of agency's executives, **JAMES FRITZ, VANYA CARLSON** and **WALTER CASH**, and is now known as Fritz, Carlson & Cash Inc. Mr. Fritz, former executive vice president, is president and chairman of board of new firm; Mr. Carlson, former vice president, and Mr. Cash, former copy chief, are vice presidents. Agency will retain same accounts.

DAVID WILLIAMS, copywriter; **R. M. FANNING**, account executive; **NORMAN BEST**, media department head; **JOHN WOOD** and **TED PARSONS**, art directors, all of Seattle office of Erwin, Wasey & Co., have transferred to agency's new Los Angeles office which opened March 1 [Broadcasting, Feb. 9]. **FRED CLARK**, former assistant production manager for Foote, Cone & Belding, Los Angeles, has joined agency as production manager in new office.

CLIFFORD E. BOLGARD, formerly with Young & Rubicam, Chicago, has joined Sherman & Marquette, Chicago, as director of media. **CHARLES WILCOX**, formerly with BBDO, Chicago, has joined agency as director of research, and **CHESTER MILLER**, previously with Dancer-Fitzgerald-Sample, Chicago, has been named to copy and planning staff of Sherman & Marquette.

JOHN G. SCHNEIDER, formerly with Kenyon & Eckhardt, New York, as a copy supervisor and prior to that with Lennen & Mitchell, New York in similar capacity, has rejoined K & E as copy director under Louis Thomas, executive vice-president in charge of copy.

LOUISE SMART, formerly with Benton & Bowles, New York, has joined Lennon & Mitchell, New York, as a copy writer.

NATHAN GOLDENBERG, account executive for past two years at Klein & Assoc., Chicago, has joined Kuttner & Kuttner Inc., Chicago, in similar capacity. He formerly was with both Hearst's Herald-American and Marshall Field's Chicago Sun in advertising capacities. Mr. Goldenberg's radio accounts will remain under his supervision at Kuttner & Kuttner.

ALBERT TILT Jr., who has been with Young & Rubicam since June 1927, has been appointed as vice president and account supervisor of Young & Rubicam, New York.

Mr. Tilt

L. C. MacGLASHAN, account executive and vice president of Gardner Adv., St. Louis, has been elected a director and executive vice president. **E. A. W. SCHULENBERG** has been named vice president in charge of media and research and **CHAMP HUMPHREY**, associate media director, has been promoted to media director. **HERBERT S. GARDNER Jr.** has been named assistant secretary and treasurer.

GEORGE ROESLER, timebuyer at Henri, Hurst & McDonald, Chicago, has resigned. **C. N. PUMPIAN**, media director, currently is handling that position.

PUBLISHERS PRODUCTION AGENCY, Renton, Wash., has opened new headquarters in Wood Bldg., moving from North Renton, where it was located for two years. Agency heads are **PHILIP B. LUNDSTROM** and **EDWIN J. JOHNSEN**.

BENTON & BOWLES Inc., Toronto, is now located at 521 Confederation Life Bldg. Telephone: Elgin 4588. **H. D. ROACH** is manager.

FRANKLIN M. WALKER, former salesman with WWJ Detroit, has joined William I. Denman, Inc., Detroit, as account executive. He also will assist in handling of radio program development. Agency, which was established in September 1947, is planning expansion and will soon move to larger quarters in Penobscot Bldg., where it is now located.

Mr. Walker

ALFRED G. MOSS will join Tracy, Kent & Co., New York, on March 15 as radio director. He now holds same position at Sterling Adv., New York, and previously was with WQXR New York, as sales manager.

WALTER UKSO, former account executive and announcer for "The Lithuanian Hour" on WGES Chicago, has joined Paul Bron Saliner Radio Adv., Chicago, as account executive.

K. C. GUNTER Co., newly formed advertising agency at 299 Madison Ave., New York, will be headed by **K. C. GUNTER**, former advertising manager of Pan American Airways. **ROBERT H. BUGGELN**, for many years partner of Buggeln & Smith, will be associated with Mr. Gunter as member of agency plans board. Mr. Gunter previously was with Anderson, Davis & Platte, starting as production manager and becoming general manager. K. C. Gunter Co. will plan and create sales promotion and direct advertising, in adition to regular media advertising.

DONOVAN PEDELTY, former writer for United Nations' All India Radio during World War II, and author, editor, producer and director of documentary films for governments of Eire, Poland and North Ireland, has joined publicity and public relations department of Haehnle Adv., Cincinnati.

FERNADO G. ARANGO has resigned as radio director for National Export Adv. Service to become vice president of Meyne Co., U. S. affiliate of Meyne S. A. of Buenos Aires.

EMMET CROTZER, formerly with Sterling Press, Los Angeles, has joined creative staff of Buchanan & Co., that city.

FREDERICK, FRANZ & MacCOWAN, Chicago, has been elected to American Assn. of Adv. Agencies.

MILNE & CO., Seattle, has changed name to Milne-Heffernan Inc., with election of **JAS. K. HEFFERNAN**, long associated with agency, as officer and director.

M. C. HILL, head of M. C. Hill & Co., Hollywood, has dissolved agency to become account executive for Western Adv., Los Angeles.

WATTS-PAYNE Adv., Dallas, Tex., has moved to new and larger quarters at 316 Fidelity Bldg.

DON L. BAXTER, manager of Dallas office of Wilhelm-Laughlin-Wilson & Assoc., Houston, has been named vice president of the agency.

HOWARD MOSER, former account executive for Ross Sawyer Adv., Los Angeles, has joined Lockwood-Shackleford Adv., same city, in similar capacity.

LON KAUFMAN, former head of Hollywood agency bearing his name, has joined Bass-Luckoff of Hollywood, as marketing consultant and account executive.

ROBERT P. HOWARD, former manager of Dana Jones Co., Chicago, and before that of H. B. Titcomb, New York has joined Smith, Bull & McCreery Inc., New York, as resident manager. He replaces **EARL DUMONT**, who goes to agency's Hollywood office as executive assistant.

PATRICIA K. GRAFF has joined traffic department of Brooke, Smith, French & Dorrance Inc., Detroit and New York.

W. A. WEAVER has been elected assistant treasurer of Griswold-Eshleman Co., Cleveland, and **V. C. KENNEY** has been elected member of board of directors.

Cigar Campaign

THE PUERTO RICO Agricultural Co. will use radio for the first time on behalf of its new cigar, "El Praco," in a campaign to start in Baltimore and Philadelphia March 15. Five-minute narrations will be carried weekdays on KYW Philadelphia (11:05-11:10 p.m.) and WBAL Baltimore (11:15-11:20 p.m.). Expanded use of radio advertising is anticipated by the firm, through its agency, Lynn Baker Inc., New York. Lynn Baker and Frank Wilson are the account executives.

WELL, WELL, WRNL

Going UP
in the world, we see

We're aiming high at WRNL! Up goes our magnificient new 4-story Radio Center—and up, up, up, 429 feet above downtown Richmond, goes our antenna tower.

This is just another BIG step in WRNL's successful 10-year history of service to progressive advertisers, who demand the greatest returns from sales messages beamed at the South's rich, ready-to-buy tobacco and industrial market. Now—be sure your advertising dollars are really doing a job! Be sure you use WRNL.

5,000 SALES-PACKED WATTS
WRNL
RICHmond VIRGINIA
910 KILOCYCLES

EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES

Now
10,000 WATTS
WMAZ
MACON
GEORGIA
CBS
KATZ

NEAR YOU

there's a Graybar "supply station" with the best in broadcast equipment

FOR EXAMPLE —

PRESTO Recording Equipment

Graybar Electric Company brings to broadcasters fine recording equipment at reasonable prices.

The Presto 8DG recorder *(above)* is a heavy-duty machine. It is directly gear-driven at both speeds by a separate motor for each speed. Results: no total speed variation; practically no mechanical background noise.

For stations with small budgets, rim-driven Presto 6N and 8N recorders are ideal. Hundreds of stations throughout the world use them.

For correct characteristics, ample peak power, and minimum distortion, Graybar recommends Presto recording amplifiers and equalizers.

Graybar has *everything* you need in broadcast equipment for a power increase or a whole new station ... *plus* everything for wiring, lighting, ventilating, and signaling — indoors or out—for studio, office, or transmitter. The nearest Graybar Broadcast Equipment Representative will be happy to help you plan any broadcasting installation. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 4825

Distributor of *Western Electric* Broadcast Equipment

VIA 98 GRAYBAR "STATIONS"

...the nation's broadcasters get:

Amplifiers (1) *(See key to numbers at right)*
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

...made by:

(1) Western Electric; (2) General Electric; (3) Whitney Blake; (4) General Radio; (5) Par Metal; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Presto; (10) Weston; (11) Blaw-Knox; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

These are the Graybar Broadcast Equipment Representatives in key cities. There are Graybar offices in 80 additional cities.

NEW YORK
F. C. Sweeney, Watkins 4-3000
RICHMOND
E. C. Toms, Richmond 2-2833
CLEVELAND
W. S. Rockwell, Cherry 1360

BOSTON
J. P. Lynch, Kenmore 6-4567
ATLANTA
E. W. Stone, Cypress 1751
PITTSBURGH
R. F. Grossett, Court 4000

PHILADELPHIA
G. I. Jones, Walnut 2-5405
JACKSONVILLE
W. C. Winfree, Jacksonville 5-6785
DETROIT
P. L. Gundy, Temple 1-5500

CINCINNATI
J. R. Thompson, Main 0600
ST. LOUIS
J. P. Lenkerd, Newstead 4700
SAN FRANCISCO
B. R. Cole, Market 5131

CHICAGO
E. H. Taylor, Canal 4104
KANSAS CITY, MO.
R. B. Uhrig, Grand 0324
LOS ANGELES
R. B. Thompson, Trinity 3321

MINNEAPOLIS
W. G. Pree, Geneva 1621
DALLAS
C. C. Ross, Central 6454
SEATTLE
D. I. Craig, Main 4635

ACTIONS OF THE FCC

FEBRUARY 27 TO MARCH 4

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier

ant.-antenna
D-day
N-night
aur-aural
vis-visual

cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

February 27 Decisions . . .

BY COMMISSION EN BANC

Designated for Hearing

Mansfield Radio Co., Youngstown, Ohio—Designated for hearing TV application in consolidated proceeding with two other Youngstown applicants—Vindicator Printing Co. and WKBN Bcstg. Corp.

Neptune Bcstg. Corp., Mid-Atlantic Bcstg. Co., Atlantic City Television Bcstg. Co., and Atlantic City World Inc., Atlantic City, N. J.—Designated for consolidated hearing applications for TV stations in Atlantic City, to operate on Channel 8 (180-186 mc).

New England Television Co. Inc., KCMO Bcstg. Co., Midland Bcstg. Co. and WHB Bcstg. Co., Kansas City, Mo., and KCKM Bcstg. Co., Kansas City, Kan.—Designated for consolidated hearing five TV applications for Kansas City, Missouri-Kansas metropolitan district.

Texas Television Co., Houston Post Co., Texas Bcstrs., KTRH Bcstg. Co., Shamrock Bcstg. Co. and Harris County Bcstg. Co., Houston, Tex.—Designated for hearing in consolidated proceeding six applications for TV station at Houston.

Balboa Radio Corp., McKinnon Publications Inc., Airfan Radio Corp., Television Bcstg. Co., San Diego Bcstg. Co. and Video Bcstg. Co., San Diego, Calif.—Designated for hearing in consolidated proceeding six applications for TV stations in San Diego.

Susquehanna Bcstg Co. and Triangle Publications Inc. (Philadelphia Inquirer Division), York, Pa.—Designated for consolidated hearing applications for TV station.

Eurith Dickinson Rivers Jr.; Board of Regents, University System of Georgia and General Bcstg. Co., Atlanta, Ga.—Designated for consolidated hearing three applications for TV station in Atlanta.

New England Television Inc., St. Louis U., Thomas Patrick Inc., Star Times Pub. Co. and Globe Democrat Pub. Co., St. Louis—Designated for consolidated hearing five applications for TV stations for St. Louis.

Twentieth Century Fox New England Inc., Boston—Designated for hearing application in consolidated proceeding with other applications for Boston metropolitan area.

EXTENSION GRANTED

KECA-TV Los Angeles—Granted 6 mos. extension of completion date for new TV station.

License Renewal

KNEW Spokane, Wash.—Granted renewal of license for period ending Nov. 1, 1950.

W9XWT—WHAS Inc., Louisville, Ky.—Granted renewal of exp. facsimile station license for regular period ending March 1, 1949.

W8XUM Columbus, Ohio—Same.

WMIT Winston-Salem, N. C.—Granted renewal of FM station license for regular period.

WPEN-FM Philadelphia—Granted renewal of FM station license for regular period.

WHBC Canton, Ohio—Granted renewal of license for period ending Nov. 1, 1950.

WGIL Galesburg, Ill.—Present license was further extended on temp. basis to June 1.

Temporary Extension

KILO Grand Forks, N. D.—Granted temp. license for period ending June 1 pending receipt of additional information.

KFJM Grand Forks, N. D.—Same.

WOV New York—Adopted order extending on temp. basis only until June 1, license of WOV (and aux.) provided, however, that licensee may file with Commission request for further extension of license upon showing that steps are being taken with diligence to comply with provisions of Sec. 3.35 of rules; that it is impossible to achieve compliance with provisions of Sec. 3.35 of rules by that date; and that further time is necessary to complete arrangements for disposition of one of stations presently subject to common ownership and control.

WKBW Buffalo, N. Y.—Present license further extended on temp. basis to May 1.

WDEL Wilmington, Del.—Present license extended on temp. basis to Sept. 1 pending receipt of application from licensee for new ant. site.

KPMO Pomona, Calif.—Present license extended on temp. basis to June 1 pending receipt of additional information (Comr. Jones for regular renewal).

WALB Albany, Ga.—Present license further extended upon a temporary basis to June 1, 1948.

KFJZ Fort Worth, Tex.—Same.

KARK Little Rock, Ark.—Present license extended on temp. basis to June 1.

WABW-FM Indianapolis—Granted temp. extension of license for period ending June 1.

Hearing Designated

W9XHZ Sarkes Tarzian, Bloomington, Ind.—Designated for hearing application for renewal of developmental station license and authorized temp. extension of license to June 1.

Temporary Extension

KHJ KHJ-FM W6XAO W6XDU, Don Lee Bcstg. System, Los Angeles—Present licenses extended on temp. basis to June 1 pending decision in Docket 7616.

KOB Albuquerque, N. M.—Present license extended on temp. basis to June 1 pending decision in Dockets 6584 6585 8044.

WJOL Joliet, Ill.—Present license extended on temp. basis for period ending June 1, pending decision in Docket 6983.

License Renewal

WNOE New Orleans—Granted renewal of license for regular period.

Modification of CP

KMBC Kansas City—Granted mod. CP to make changes in DA and for extension of completion date.

AM—1470 kc

Hays County Bcstg. Co., San Marcos, Tex.—Granted CP new station 1470 kc 250 w D (Comr. Durr for hearing).

AM—1440 kc

KFDA Amarillo, Tex.—Granted CP change frequency from 1230 to 1440 kc, increase power from 250 w to 1 kw-N 5 kw-LS, change site, install new trans. and erect new DA-N utilizing facilities relinquished by KGNC; engineering cond.

AM—1130 kc

WDGY Minneapolis—Granted CP to increase power from 5 kw-D 500 w SS-Minneapolis to SS-Albuquerque, to 50 kw-D 25 kw-N, install new nine (9) element DA-DN, new trans., change trans. location, and change hours to unl.; engineering cond.

Hearing Designated

John H. Poole, Santa Ana, and The Orange Belt Station, Arlington, Calif.—Designated for consolidated hearing application of Poole for new station 1410 kc 1 kw-D, with application of Orange Belt 1410 kc 250 w-D.

Leader Pub. Co., Guthrie, Okla.—Designated for hearing application for new station 1490 kc 250 w unl. in consolidated proceeding with application of Enid Bcstg. Co.

Ohio-Mich. Bcstg. Corp. and Public Service Bcstrs. Inc., Toledo, Ohio, and Abe Lapides, Pontiac, Mich.—Designated for consolidated hearing application of Ohio-Michigan, Public Service Bcstrs. Inc. each seeking new station 730 kc, 250 w-D and application of Abe Lapides 730 kc 1 kw DA D.

Petition Denied

WWXL Peoria, Ill.—Adopted order denying petition of WWXL requesting that its application for mod. CP and application of WIRL Peoria for assignment of CP be designated for hearing in consolidated proceeding and that WIRL CP be placed in issue therein; ordered that application of WWXL to specify facilities on 1290 kc now assigned to WIRL under CP be designated for hearing and WIRL be made party to proceeding; further ordered that application for consent to assignment of CP for WIRL and WIRL-FM from Illinois Valley Bcstg. Co., partnership, to corporation of same name, be granted.

CP Revoked

WWPN—Pinnacle Bcstg. Co., Middlesboro, Ky.—Adopted order removing from hearing docket matter of revocation of CP of WWPN in Docket 8536, and ordered that Commission's order of Oct. 16, 1947, revoking CP of WWPN be made final and effective.

Cumberland Gap Bcstg. Co. and WWPN Middlesboro, Ky. — Adopted memorandum opinion and order setting aside and vacating final decision of Commission on 1-6-47 which granted application of Pinnacle Bcstg. Co. and denied application of Cumberland Gap Co.; further ordered that application of Cumberland Gap Bcstg. Co. for new station be granted, subject to cond. that applicant file, within 60 days, application for mod. CP specifying trans. site and ant. system meeting requirements of Commission standards.

Hearing Designated

Tri-State Bcstg. Co., Middlesboro, Ky.—Adopted order designating for hearing application for CP for new station 1490 kc 250 w unl.; made Cumberland Gap Bcstg. Co. party to proceeding.

CP Revoked

KGAR KGAR-FM, Albert B. Pyatt, Garden City, Kan.—Adopted order revoking CPs which authorized Albert B. Pyatt to construct and operate KGAR and KGAR-FM, effective March 26; pursuant to Sec. 312(a) of Act, written application may be made to Commission on or before March 22, for hearing upon this order, and upon filing of such written application this order of revocation shall stand suspended until conclusion of said hearing.

Modification of CP

WBCK Battle Creek, Mich.—Granted mod. CP to change trans. location; engineering cond.

Petition Granted

KNOE Monroe, La. and Model City Bcstg. Co. Inc., Anniston, Ala.—Adopted order granting petition of KNOE insofar as it requests leave to amend application re engineering data and accepted said amendment; reopened record in proceeding; granted petition of Model City Bcstg. for consolidation of hearing of its application with KNOE; denied KNOE petition insofar as it request removal from hearing docket and grant; dismissed as moot request for extension of time to file exceptions to proposed decision of Sept. 11, 1947.

Hearings Postponed

Postponed to May 10 hearing set March 1 on television applications in several cities regarding interests of Paramount Pictures Corp. in certain applicants. Scheduled hearings for individual cities in interim. See story this issue.

Continued to April 19 consolidated hearing set March 1 on Hartford, Conn., television applications.

Hearing Designated

KBPS and Hugh Francis McKee, Portland, Ore.—Designated for hearing application of KBPS for mod. license to change specified hours of KBPS, in consolidated proceeding with application of McKee for new station 1450 kc 250 w sharing time with KBPS; further ordered that hearing now scheduled for Feb. 23 on application of McKee be postponed, and consolidated hearing be scheduled for May 26-27 at Portland.

BY THE SECRETARY

WJMS Ironwood, Mich.—Granted license covering change in freq. to 630 kc, increase power to 1 kw, install new trans. and DA-DN, change trans. location and make changes in ground system.

WMGW Meadville, Pa.—Granted license for new station 1490 kc 250 w unl.

WMBR Jacksonville, Fla.—Granted license covering change in freq., increase in power, install. new trans. and DA-N and change trans. location and mount FM ant. on AM tower and change studio location.

WSAC Columbus, Ga.—Granted license for new station 1460 kc 1 kw DA unl., and specify studio location.

WPTW Piqua, Ohio.—Granted license for new station 1570 kc 250 w D.

WJVA South Bend, Ind.—Granted license for new station 1580 kc, 250 w D.

Following were authorized extension of completion dates as indicated: KARM-FM Fresno, Calif. to 6-7-48; WWDC-FM Washington, D. C., to 9-9-48; WKAL-FM Rome, N. Y., to 6-2-48; WRUN Utica, N. Y., to 4-29-48; WFAX Falls Church, Va., to 10-16-48; WCFL-FM Chicago, to 5-14-48; WFLN Philadelphia, to 7-10-48; KWFT-FM Wichita Falls, Tex., to 5-15-48; KVME Merced, Calif., to 6-17-48; WNHC-FM New Haven, Conn., to 3-1-48; WWDX Passaic, N. J., to 4-15-48; WGAA-FM Cedartown, Ga., to 5-14-48; WLEY Elmwood Park, Ill., to 4-9-48; WLAL Lakewood, Ohio, to 4-27-48; WAMS-FM Wilmington, Del., to 5-15-48; WRWR-FM Albany, N. Y., to 4-13-48; WLAD-FM Danbury, Conn., to 6-15-48; WRUN-FM New York, to 4-20-48.

KFXM San Bernardino, Calif.—Granted license for change freq. to 590 kc, increase power to 1 kw, install new trans. and DA-DN and change trans. location.

WCAV Norfolk, Va.—Granted license for new station 860 kc 1 kw-D.

WAND Canton, Ohio—Granted license for new station 900 kc 500 w D and specify studio location.

WBOC Salisbury, Md.—Granted license for change freq. to 960 kc, increase power to 1 kw, changes in trans. and install DA-DN and install new trans.

KNEB Scottsbluff, Neb.—Granted license for new station 970 kc 500 w D and specify studio location.

Following were authorized extension of completion dates as shown: WVIM Vicksburg, Miss., to 4-14-48; WEBR Buffalo, to 5-1-48; WSAR Fall River, Mass., to 6-16-48; WTRY Troy, N. Y., to 6-1-48; KSLH St. Louis, to 8-11-48; WAGA-FM Atlanta, to 5-12-48; WAZ Brockton, Mass., to 3-25-48; WSAU-FM Wausau, Wis., to 6-11-48; WLAW-FM Lawrence, Mass., to 8-12-48; WSPD-FM Lima, Ohio, to 6-6-48; WABX Harrisburg, Pa., to 9-1-48; KLUF-FM Galveston, Tex., to 6-1-48; WLTN Lewistown, Pa., to 5-29-48; KSBS Kansas City, Kan., to 5-16-48; WTRC-FM Elkhart, Ind., to 5-11-48; KVOE-FM Santa Ana, Calif., to 6-3-48; WSB-FM Atlanta, to 5-12-48; WBGE-FM Atlanta, to 8-12-48; WCNB-FM Connersville, Ind., to 5-1-48.

WEW-FM St. Louis—Granted license for new FM station.

KVCI Chico, Calif.—Granted license for new FM station.

WGNB Chicago—Granted license covering changes in FM station.

WHVA Poughkeepsie, N. Y.—Granted license for new FM station.

WLET Toccoa, Ga.—Granted license for new FM station.

WKRZ Oil City, Pa.—Granted mod. CP for extension of completion date to 7-1-48.

KFBA Cheyenne, Wyo.—Granted mod. CP for extension of completion date to 3-27-48.

March 1 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Walker)

WJMO Cleveland — Granted petition requesting that WJMO Broadcasting Co. be substituted for W. J. Marshall as party to consolidated proceeding Dockets 7756 8718; and accepted its appearance filed simultaneously with petition.

Fairfield County Broadcasting Co., Norwalk, Conn.—Granted petition for late acceptance of its written appearance in proceeding on its application.

WROK Rockford, Ill.—Granted petition to dismiss without prejudice its application for CP.

WMPS Memphis, Tenn.—Granted petition to dismiss without prejudice its application for mod. CP.

Surety Broadcasting Co., Charlotte, N. C.—Dismissed as moot petition for continuance of hearing in re application for CP.

Benlee Broadcasting Co., Patchogue, N. Y.—Granted petition for late acceptance of its written appearance in proceeding on application for CP.

The Connecticut Electronics Corp. Bridgeport, Conn. — Granted petition for continuance "for a reasonable period of time" of consolidated hearing on its application and application of Westco Broadcasting Corp., White Plains, N. Y. continued said hearing to April 5 at Bridgeport, Conn. and April 6, at White Plains, N. Y.

Lehigh Valley Broadcasting Co., Allentown, Pa.—Dismissed as moot petition requesting Commission to schedule for early hearing consolidated proceeding on its application and Easton Publishing Co., Easton, Pa. and Philco Television Broadcasting Corp., Bethlehem, Pa.

Santa Rosa Broadcasting Co., Santa Rosa, Calif.—Denied petition to change place of hearing on its application from Washington to Santa Rosa.

The Fairfield Broadcasting Co., Waterbury, Conn.—Granted petition for leave to amend application for CP to combine interests of petitioner and competing applicant, American-Republican Inc., Waterbury, Conn. to change applicant's name to The Nutmeg State Broadcasting Co. and accepted said amendment.

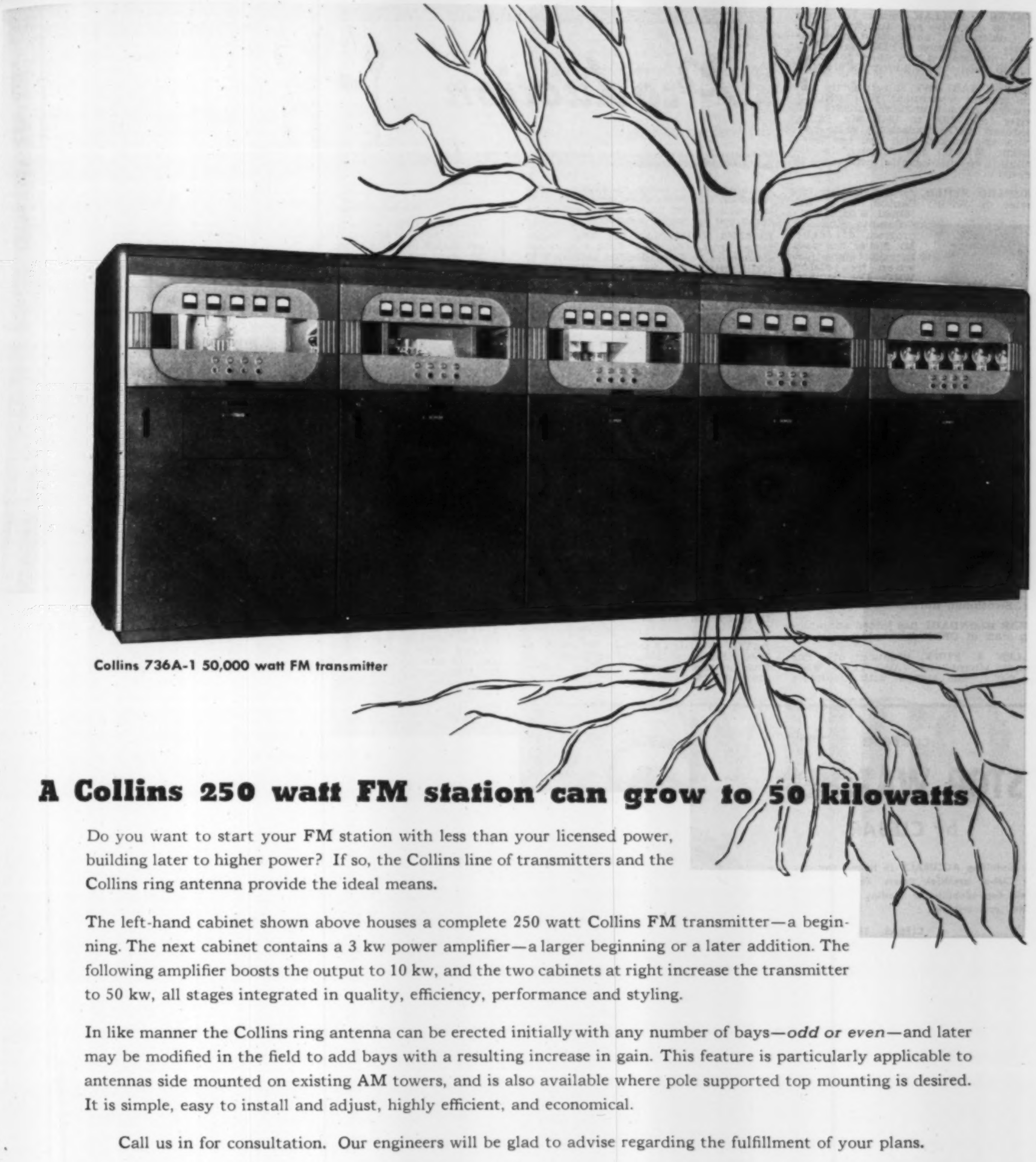
KTRM Beaumont, Tex.—Granted petition for leave to amend application for mod. license to specify 1 kw DA- in lieu 250 w; accepted said amendment and removed application from hearing docket.

Inter-City Broadcasting Co., Providence, R. I.—Granted petition for leave to amend application for CP to change ant. site, ant. height above average terrain, and change application to show technical changes corollary thereto; accepted said amendment.

Baker Broadcasting Co., Fresno, Calif.—Granted petition for leave to amend application for CP to specify 1600 kc 1 kw D in lieu of 1600 kc 1 kw unl. DA; accepted said amendment, and removed application from hearing docket.

The Midwestern Broadcasting Co. Toledo, Ohio—Action on petition requesting leave to amend application for CP was passed over until such time as amendment is formally filed with Commission.

(*Continued on page 60*)



Collins 736A-1 50,000 watt FM transmitter

A Collins 250 watt FM station can grow to 50 kilowatts

Do you want to start your FM station with less than your licensed power, building later to higher power? If so, the Collins line of transmitters and the Collins ring antenna provide the ideal means.

The left-hand cabinet shown above houses a complete 250 watt Collins FM transmitter—a beginning. The next cabinet contains a 3 kw power amplifier—a larger beginning or a later addition. The following amplifier boosts the output to 10 kw, and the two cabinets at right increase the transmitter to 50 kw, all stages integrated in quality, efficiency, performance and styling.

In like manner the Collins ring antenna can be erected initially with any number of bays—*odd or even*—and later may be modified in the field to add bays with a resulting increase in gain. This feature is particularly applicable to antennas side mounted on existing AM towers, and is also available where pole supported top mounting is desired. It is simple, easy to install and adjust, highly efficient, and economical.

Call us in for consultation. Our engineers will be glad to advise regarding the fulfillment of your plans.

FOR THE BEST IN FM, IT'S . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California

Production

JAMES S. POLLAK, former Hollywood film executive and author of "The Golden Egg," novel about movie industry, has joined WPIX, New York News video station now under construction, to assist station's program director,

HARVEY MARLOWE, in setting up motion picture department. With RKO as department head producer, director and writer from 1937 to 1943, Mr. Pollak produced RKO's transcribed radio programs and worked with Don Lee video station, W6XAO Los Angeles, in attempting to adapt movie techniques to television.

Mr. Neher

RICHARD NEHER, former program director of WHBC Canton, Ohio, has joined WCSI(FM) Columbus, Ind., as program director. Mr. Neher has been in radio since 1936 when he joined WHO Des Moines, as bass singer in staff quartet. After leaving WHO in 1939 he went to Chicago as freelance singer where he was featured over WLS WGN WBBM as well as NBC, Mutual and CBS networks. He returned to WHO in 1942 and remained there until he joined WHBC in 1946.

BOB WHITELY, continuity director of KUGN and KUGN-FM Eugene, Ore., has been named program director, replacing **TED HALLOCK,** who has joined Chicago office of "Down Beat" as editorial assistant. **MARY HENDRICKSON** has joined station as continuity director and **JOHN TASNADY** has been added to staff as announcer-salesman.

BILL STROTHMAN, announcer of KGVO Missoula, Mont., is on four-month leave of absence to acquire his transmitter operator's license from National Radio School in Los Angeles. **JIM ROBISCHON** will substitute for Mr. Strothman during his absence.

OMAR BLONDAHL has joined announcing staff of CFRN Edmonton.

ALLEN A. FUNT, producer of "The Candid Microphone" (ABC, Thurs., 9:30-10 p.m.), has signed with Columbia Pictures to do series of movie shorts based on the radio show. Secret recordings and candid photography are to be combined in movie version.

BERTHA KURTZMAN has been transferred from ABC New York studio assignments to television as assistant to **PAUL MOWREY,** network's director of television.

FRANK COLEMAN, tenor soloist of KYW Philadelphia, who appears on its "Music From the Theatre" program, has resigned as staff vocalist effective March 1 to move to Hollywood. He had been with KYW since 1942.

ELLIOTT LEWIS will portray lead in "Case Book of Gregory Hood" when it resumes on MBS March 9.

NORMAN MacDONNELL, CBS Hollywood assistant director, has been named producer for CBS "Doorway to Life" program. He replaces **WILLIAM ROBSON,** who will produce forthcoming "Shorty Bell" with Mickey Rooney.

FRANK BARTON, NBC supervisor of announcers, has been elected president of Southern California Chapter of St. Mary's College Alumni Assn.

BADEN POWELL, of MBS promotion department, March 1 joined KIHO Sioux Falls, S. D., as program director. Replacement at MBS is **TOM WILMOT,** formerly of WOR New York and KDKA Pittsburgh.

PAT BARRETT, continuity editor at KNBC San Francisco, and Charles Ingram, professor of speech and drama at U. of Oregon, are to be married March 21.

DAVID E. BIGLEY has returned to WJOI Florence, Ala., after absence of four months, to resume duties as program director.

Women's Day

IN KEEPING with Leap Year festivities, all announcing duties on KAKE Wichita, Kan., on Feb. 28 were taken over by group of local non-professional women. The women handled announcing duties for 18 hours and also were featured on special program. KAKE staff announcers and control engineers were on "standby" basis to assist the ladies.

CHARLES TRANTER, announcer-writer at WNAE Warren, Pa., has been elected president of newly-organized Warren Junior Chamber of Commerce.

W. GORDON SWAN, program manager of WBZ-WBZA Boston-Springfield, recently was awarded 20-year Westinghouse service pin for his 23 and one-half years of service.

ROY DUNLOP, formerly of Canadian Broadcasting Corp., Vancouver, and now director of English language broadcasts for the Chinese government, and Helen Semmens have announced their marriage.

NOEL DIGBY, formerly with WATW Ashland, Wis., has joined WSM Nashville, as assistant to **EDDIE BIRNBRYER,** chief script writer. Mr. Digby attended Notre Dame where he studied radio writing and production. He later served as city editor of Ashland Daily Press and was writer on "Vaughn Library Hour" over WATW.

Mr. Digby

JAMES BERNARD THOMAS, formerly with KTXL San Angelo, Tex., has joined announcing staff of WOAI San Antonio. He previously was with KSRO Santa Rosa, Calif., WHOP Hopkinsville, Ky., and KPHO Phoenix, Ariz.

ART FELDMAN, MBS editor-producer of "Radio Newsreel," sponsored by Zenith Radio, is the father of a girl, Susan Rose, born Feb. 28 in New York.

JAY HOFFPAUIR, announcer at KSIG Crowley, La., has received World War II Victory Medal and American Defense Medal.

FRANK (Red) STEVENS, formerly with WJVB Jacksonville Beach, Fla., has joined WPDQ Jacksonville, as disc m.c. Mr. Stevens replaces **PAUL CLINTON,** resigned.

HI SHUMWAY, former chief announcer of WJOB Hammond, Ind., has been appointed head of programs and announcers at WASK Lafayette, Ind.

KEITH McKENNEY has been appointed program supervisor of WWJ-TV Detroit, and **ROBERT RITTER** has joined station as special events porducer.

E. W. ZIEBARTH, director of education of WCCO Minneapolis, will receive his doctor of philosophy degree from U. of Minnesota on March 18.

JIM WRIGHT has joined announcing staff of WEAT Lake Worth, Fla.

FRANK FINNING has been named continuity and production director of WFEA Manchester, N. H.

RUSSELL NAUGHTON, chief announcer at WDRC Hartford; **HERMAN GOODSTINE,** control room operator, and **JOE MACE,** member of WDRC staff orchestra, are exchanging cigars. All became fathers the last week in February.

CORALEE HALL, formerly with WILL Urbana, Ill. and WJJD Chicago, has joined continuity staff of WNHC New Haven, Conn. Mrs. Hall previously was with Dancer-Fitzgerald-Sample, Chicago, and Chicago office of Paul H. Raymer Co.

RIKEL KENT, who originated many of current network daytime serials at WLW Cincinnati in the 30's, has rejoined station as producer with WLWT Crosley Broadcasting Corp.'s video station.

LOUISE MUNSCH, women's feature editor of WEW St. Louis, has been chosen as an alumnae member of Delta chapter of Delta Epsilon Sigma, national Catholic honor society.

GEORGE JACKSON, formerly with WBOW Terre Haute, Ind., has joined announcing staff of WHBF Rock Island Ill.

GEORGE SATTLER, former member o guest relations staff at NBC Central Division, has joined announcing staf of WDBC Escanaba, Mich.

ANN SEYMOUR, radio actress, is substituting for **LUCILLE WALL,** star o "Portia Faces Life" on NBC, who, a result of accidental fall in her apartment, injured her head and suffered severe concussion last week.

ROBERT HUDSON, CBS director of education, is currently in Hollywood fo 10 days conferring with education and civic leaders to the end of studying means of increasing western participation in network education and public affairs programs.

JOHN MOORE and **MARTIN WOLFSON** have been added to permanent cast o NBC daytime serial, "Katie's Daughter" as Count Felipe Dostello and Leroy Co respectively.

BILL STEWART, formerly with CKWX Vancouver and AFRS, has joined KLAC Hollywood, as announcer.

BILL SEYMOUR, program director fo past nine months at WTPS New Orleans, has rejoined WBBM Chicago, as member of production department. He formerly was with the station's announcer staff.

JOE KELLY, m. c. on NBC's "Quiz Kids" show, was given Silver Mike award for April by Radio Best magazine on March 7 broadcast. Citation is monthly award presented to radio personalities who contribute to the industry.

AARON BRODY, formerly with mail and messenger staff at NBC Central Division, has joined WKJG Fort Wayne Ind., as script writer.

ROBERT HUBBELL, former announcer at WKBH LaCrosse, Wis., has joined announcing staff of WHBF Rock Island Ill.

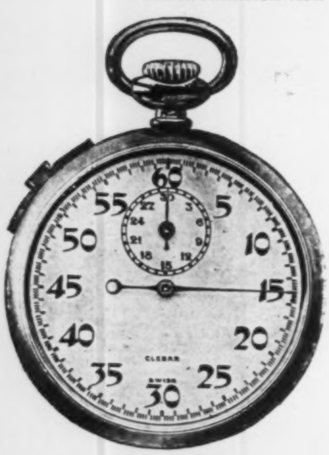
ALBERT LUBINS, formerly with NBC Central Division, has joined announcing staff of WDBC Escanaba, Mich.

BILL CRUTCHLEY, formerly with WFAK Charleston, has joined announcing staff of WIS Columbia, S. C.

Weil Quits WGWC

ANNOUNCEMENT of his resignation as general manager of WGWC Selma, Ala., was made by Eugene P. Weil Feb. 24. Mr. Weil said that his future plans are indefinite. Licensee of WGWC, a 250-w full-time CBS affiliate on 1340 kc, is the Capital Broadcasting Co.

TRANSCRIBED series of typical British Broadcasting Corp. programs, "BBC Showcase," have started on WNEW New York, 9-9:30 p.m. BBC is making the shows available as packages to American stations at nominal cost.



Accurate

STOP WATCHES

by CLEBAR

For unfailing ACCURACY in timing you can rely on Clebar precision timers. They have proved their dependability in leading studios, laboratories and colleges.

CLEBAR TIMERS MEET THE REQUIREMENTS OF THE NATIONAL BUREAU OF STANDARDS STOP WATCH PRECISION TEST.

No. 652 CLEBAR

No. 654 CLEBAR TIMER

1/5 second, 30 minute register. Start, stop, start again from crown; push button returns to zero. 7 jewel non-magnetic movement; nickel chrome case..............Each $18.50

No. 652 CLEBAR TIMER—

1/5 second. Long hand registers fifths of seconds; small hand minutes up to 30. Side slide for starting and stopping; pressure on crown returns to zero. Chrome case; 7 jewel non-magnetic movement..........Each $18.50

EVERY CLEBAR TIMER IS ELECTRONICALLY SET, RIGIDLY TESTED, AND GUARANTEED FOR ONE YEAR.

If interested in other models Send for Illustrated Catalog B

CLEBAR WATCH CO., Inc.

551 FIFTH AVE., NEW YORK 17, N. Y.

CANADA'S FOURTH MARKET

WINNIPEG

A "MUST" BUY

CKRC

630 KC. NOW 5000 WATTS

REPRESENTATIVE: WEED & CO.

Eight new sponsors in 3 months! How's that for ringing the bell? Memphis' WHBQ thinks it's pretty wonderful. WHBQ reports: "... At present time, *My Serenade, King Cole Trio, Hayloft Jamboree, Sunday Serenade, Jan Garber, Lullaby in Rhythm, Hollywood Serenade,* and *Chuckwagon Jamboree* are all sold." How come Capitol's Service gets sponsors on the dotted line? But fast! Reasons a-plenty! BIG NAMES—Capitol features such attractions as Peggy Lee, King Cole Trio, Johnny Mercer, Rex Maupin, Duke Ellington, Tex Ritter, and 42 others. INTRIGUING PROGRAMS—all the punch and pace of musical shows costing thousands. Voice tracks of the stars; your announcer "chats" with them. Musical interludes as background for commercials. FASCINATING VARIETY—3000 selections, 50 added each month. New material weekly for 35 hours of programming, 27 exciting shows. LIVE-SOUNDING PRODUCTIONS—entire library Vinylite recorded. Highest technical standards.
SEE and HEAR how Capitol can help you! Mail coupon now!

Sold! by WHBQ

with the amazing new Capitol Transcription Library...

eight new sponsors

Capitol
REG. U.S. PAT. OFF.
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS
PROGRAM SERVICE FROM HOLLYWOOD

Capitol Transcriptions
Sunset & Vine
Hollywood 28, California

FREE!

Please send me without cost...
1. Demonstration Transcription describing Service.
2. Complete details and cost.

Name______________________________
Position________________Station____________
Street & No.__________________________
City & State__________________________

B-38

KAYX
IN WATERLOO IS THE STATION WITH THE MOST
D.A.
[DAYTIME AUDIENCE]
More LISTENERS WITH DOLLARS TO SPEND IN NORTHEAST IOWA
*The more people you tell . . . the more you SELL!
★ Tell these people . . . over their FAVORITE DAYTIME STATION ! !
kayx
1000 watts 1090 k c
A.W.TRIGGS JR: MGR:
NATL.REP. TAYLOR-HOWE-SNOWDEN SALES.INC.
AREA REP TALLCORN NETWORK GEORGE W. WEBBER

Use the TOP Hooperated Station in Nebraska's Capital City Market*

KFOR

LINCOLN

* OVER 100 MILLION DOLLARS ANNUAL RETAIL SALES

BASIC ABC

Represented by PETRY

KALTENBORN JR.

Subscription for N. Y. This Year

By IRVING MARDER

THE NATION'S first subscription ("pigsqueal") station will go on the air in New York City next November or December, according to Rolf Kaltenborn, lecturer and writer on radio's ills and chief proponent of subscription radio.

Mr. Kaltenborn made this announcement on Feb. 25 in a paid lecture titled, "Radio—Pawn of Politicians and Hucksters," given under the aegis of Columbia U. at McMillin Theatre on the campus.

After the prepared speech Mr. Kaltenborn told BROADCASTING that William Benton, who controls the rights to the pigsqueal device which denies subscription radio to nonmembers of the fraternity, is no longer associated with him in the venture. Mr. Kaltenborn said his present associates, whom he did not name, have a pigsquealer very similar to Mr. Benton's, however.

He did not disclose whether he intended to obtain existing facilities or get a new frequency in New York's already-congested air. Nor would he identify any financial backers. He would not go into detail about his plans to bring commercially "untainted" radio to New York this fall, beyond saying that formal application to the FCC has not yet been made.

Mr. Kaltenborn, son of H. V. Kaltenborn, the NBC news analyst, spoke at length on the alleged evils of the present American system of broadcasting, before going into his "commercial" for non-commercial or pay-as-you-go radio. He took the almost obligatory hacks at daytime serials, and at the oversimplicity of quiz show questions.

As an antidote for today's radio fare, Mr. Kaltenborn offered this menu as typifying his idea of what the listening public wants and deserves to have:

"I would give them Browning's monologues," he declared. "I would give them Shakespeare's sonnets. I would give them Raggedy Ann and Uncle Remus." Instead of *Superman* he favors "solid, enduring things like David Copperfield."

Mr. Kaltenborn is not disposed at the moment "to banish the present form of radio altogether," he said. While labeling it mostly tripe, he is prepared to be charitable. His plan is to operate only one subscription station in an area as a starter, fanning out from the cornerstone outlet in New York.

The younger Kaltenborn envisioned the day when even his father, H. V., now limited to 15 minutes on NBC five times weekly, might reach his public for a half-hour at a time via subscription radio.

Mr. Kaltenborn pleaded for "more variety" in radio, and "more experimentation," especially in dramatic programs. "I think the trouble with radio is that it's free," he said, summing up.

Technical

A. B. CHAMBERLAIN, chief engineer of CBS general engineering department, has been appointed by Institute of Radio Engineers to standards council of American Standards Assn., with NBC's **R. F. GUY,** radio facilities engineer, as alternate.

LES READY, former engineer-announcer at KRE Berkeley, Calif., has joined KUGN and KUGN-FM Eugene, Ore., in similar capacity.

JOHN SIROTIAK, member of NBC Chicago's sound department, has been appointed supervisor of studio setup.

GENERAL ELECTRIC Co., Transmitter Div., Syracuse, N. Y., has announced new studio-to-transmitter relay equipment, Type BL-2-A, for station use in relaying programs from studios to transmitters. Consisting of transmitter, receiver and two antennas, new equipment operates on frequencies between 920 and 960 mc and meets FCC requirements. Transmitter Div. also has announced new diamond-stylus variable reluctance pickup, with either 2.5 or 2 mil radius, and availability of following units: Transcription arm (Type FA-21-A), transcription equalizer (Type FA-12-A, and equalized transcription preamplifier (BA-3-A), all designed for application with the pickup.

CHML Hamilton, Ont., has purchased new FM mobile unit housed in 1947 Studebaker. Complete with broadcast panels, car has three antennae and complete control room.

Recorder Protest

HAVING had no reply to its protest against the elimination of recording devices from hearings of the California State Legislature's Un-American Activities Committee, the Radio News Club, Los Angeles, will likely appoint a representative to visit Sacramento. Although it had not been set, Clete Roberts, group's president and commentator of KFWB Hollywood, will likely present the matter to the legislature during its opening session this week.

"LABOR MARKET NEWS," monthly publication of U.S. Employment Service for District of Columbia, commended Washington stations in its February issue for their cooperation in airing announcements for snow shovelers during recent storm.

Allied Arts

MICHAEL F. JOHNSON, former general manager of Gainsborough Studios in London, has joined Jerry Fairbanks Productions, Hollywood, as studio manager. During past 15 years he has variously served as associate producer, production manager, director, writer, and assistant director with several American as well as English movie-making firms.

KEVIN SWEENEY, former assistant general manager of Housewives' Protective League division, has announced formation of Kevin B. Sweeney & Co., Hollywood. Firm is to specialize in business development for advertising media and in production and sale of local live talent programs. Offices are located at 1014 Taft Bldg., Hollywood. Telephone: Hillside 8370.

ALLEN SIEGLER, cinematographer, has been signed to handle such duties in filming of additional issues in "The Public Prosecutor" series being produced by Jerry Fairbanks Productions, Hollywood.

CHRISTOPHER CROSS, U. S. radio liaison officer of United Nations, left last Wednesday on S.S. America for Geneva as UN radio representative to Freedom of Information Conference of UNESCO which starts March 23.

BLANCHE GAINES has set up offices as talent management agent at 47 W. 56th St., New York [BROADCASTING March 1]. Telephone: Circle 5-4262. Mrs. Gaines, widow of Charles Gaines and former radio publicist and script writer, has signed Madeline Capp under her exclusive management.

STROMBERG-CARLSON Co., Rochester, N. Y., net income for year ended Dec. 31, 1947, was $1,084,149 after taxes and other deductions, equal to $3.50 a share on common stock, firm reported last week. This compares with $802,910 or $2.57 a share in 1946 and $2.51 a share in 1945.

FACTS CONSOLIDATED (research and counsel in marketing) has announced new address for its San Francisco office—461 Market St., Sheldon Bldg. Telephone: Douglas 2-2445.

SOUND APPARATUS Co., New York has published new bulletin, "Sound Advances," giving data on firm's newly-designed model HPL high speed recorder. Copies are available on request to company at 233 Broadway, New York.

CHARLES F. ACKENHEIL, former director of research for Pittsburgh Press, has established new marketing survey organization known as Guide-post Research. Offices are located at 205 Boulevard Allies, Pittsburgh.

WESTINGHOUSE ELECTRIC Corp., Baltimore, has announced new console model television receiver with 52-inch screen. Set features new automatic focuser and is priced at $485 plus $1.26 tax and $55 installation fee.

U. S. TELEVISION Mfg. Co., New York, has announced new table model video receiver with 15-inch direct view screen housed in compact cabinet measuring 22 by 22 by 23¾ inches, with only four operating controls, to retail at $895.

a proven test market
RIGHT IN THE HEART OF OHIO
WMAN
MANSFIELD, OHIO
EASY TO CHECK
ABC NETWORK
NATIONAL REPRESENTATIVES TAYLOR-HOWE-SNOWDEN RADIO SALES
NEW YORK • CHICAGO • DALLAS • ATLANTA • LOS ANGELES • SAN FRANCISCO

1947
IOWA RADIO
AUDIENCE
SURVEY
CONLAN
SURVEY

ACTUAL MEASUREMENT PROVES...

KXEL

IOWA'S MOST POWERFUL ABC OUTLET

is the ONLY EFFECTIVE WAY To Blanket RICH NORTHEAST IOWA-- "Plus"

★ **LISTENERS**

The New Conlan Survey proves beyond a *shadow of a doubt* that *KXEL Has Changed Listening Habits in Iowa.* KXEL Listening runs up to 9.6% more of the total Listening Homes than all other stations combined.

★ **PROGRAM APPEAL**

KXEL programs win 3 national firsts in less than one year. Lead ALL radio stations in National Champion Farm Service Programs.

★ **SELLING POWER**

KXEL has MORE local and regional clients than any other Iowa station—over 150 local advertisers alone—plus many of radio's largest national spot users and a full load of ABC Basic commercial programs.

★ **BEST BUY**

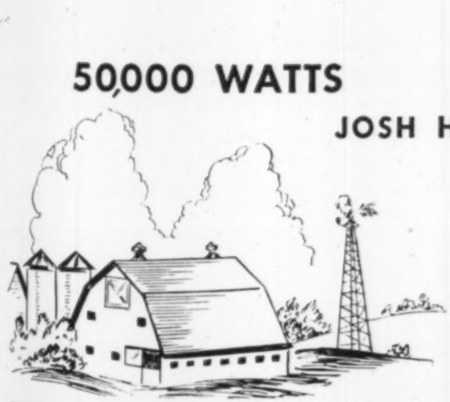
If you doubt KXEL offers more listeners per dollar throughout Northeast Iowa than does *any other radio station,* ask Avery-Knodel to bring over KXEL's new Conlan Survey (extending as far as 89 miles from KXEL's transmitter) and see for yourself what KXEL has done to listening habits in Northeast Iowa.

50,000 WATTS **KXEL** **50,000 WATTS**

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by
AVERY-KNODEL, Inc.

COVERING THE GREAT
"KXEL RURAL CITY"



Blacks Blacks

"Hold it, bub!"
DANGER

"No jay-walkin' here! Gotta get to the airport? To Air Express those packages? My poor friend —haven't you heard?

"Air Express picks up those packages right at your door here, and delivers *at no extra cost.* No waiting around, because Air Express goes on every flight of the Scheduled Airlines. No U. S. point is more than hours away!

"And rates are low. Don't interrupt me —I said *low.* Why else do business men use it to ship finished items, replacement parts and perishables *regularly*?"

Specify Air Express-it's Good Business

- Low rates—special pick-up and delivery in principal U. S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.

True case history: Machine parts made in Camden were needed in Chicago in a rush. 32-lb. package picked up the 28th at 10 A.M., delivered same day at 5 P.M. 669 miles, Air Express charge only $6.88. Gave days more time to complete the job. Other weights, any distance, similarly inexpensive and *fast.* Just phone your local Air Express Division, Railway Express Agency, for fast shipping action.

AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE

SCHEDULED AIRLINES OF THE U.S.

FCC Actions

(*Continued from page 54-B*)

Pilgrim Broadcasting Co., Boston—Granted petition for leave to amend application for CP to show election of one new officer and four new directors of corporation from among existing directors; accepted said amendment.

Viking Broadcasting Co., Newport, R. I.—Granted petition for leave to amend application for CP to reflect change in stockholders and officers of corporation, to add financial statements of two new stockholders; accepted said amendment.

Douglas L. Craddock, Leaksville, N. C.—Granted petition for continuance of hearing on application for mod. license; continued hearing to April 2.

KRDU Dinuba, Calif.—Granted petition for leave to amend application for CP to substitute for applicant partnership corporation known as "Radio Dinuba Co."; accepted said amendment.

The Civic Bcstrs. Inc., Cleveland, Ohio—Action on petition for leave to enlarge issues in consolidated hearing on applications of the Civic Bcstrs. Inc., Cleveland; **WLEU Erie, Pa., and WERC** Erie, Pa., was passed over at request of counsel for petitioner.

KSTT Davenport, Iowa—Granted petition for leave to amend application for CP to change proposed DA and supply technical data corollary thereto; accepted said amendment.

Capitol Broadcasting Co. and WSWZ Inc., Trenton, N. J.—Granted petition for continuance of consolidated hearing on applications for CPs continued hearing to March 18.

Jorama-Fer Radio Corp. and Caguas Radio Broadcasting Inc., Caguas, P. R.—Granted petition for continuance of consolidated hearing on applications for CPs continued hearing to March 22.

WTOM Bloomington, Ind.—Granted petition for continuance of hearing on application for mod. CP; continued hearing to April 1.

American-Republican Inc., Waterbury, Conn.—Granted petition to dismiss without prejudice its application for CP.

Corn Palace City Radio Corp., Mitchell, S. D.—Granted petition for leave to amend application for CP to specify different DA-D system and change technical data corollary thereto; accepted said amendment.

Blackhawk Broadcasting Co., Sterling, and WTAX Springfield, Ill.—Continued consolidated hearing on applications to March 18.

KTKC Visalia and KFRE Fresno, Calif.—Granted petition for continuance of hearing on applications; continued hearing to May 6.

KOY Phoenix, Ariz.—Granted petition for continuance of hearing on application; continued hearing to March 23.

Ari-Ne-Mex Broadcasting Co., Clayton, N. M.—Granted petition for continuance of hearing on application; continued hearing to June 7.

The Farmington Broadcasting Co., Farmington, N. M.—Continued hearing on application to March 19.

The Midwestern Broadcasting Co., Toledo, Ohio—Granted petition for leave to amend application for CP to revise technical data with respect to photographs of proposed ant. site, interference with existing stations, and population and area proposed to be covered; accepted said amendments.

(By a Board)

WHLD Niagara Falls, N. Y.—Adopted order dismissing amendment to WHLD application (to change from 1290 kc 1 kw D to 1200 kc 1 kw limited time), to increase power to 10 kw, install DA and change trans. site; designated application requesting 1200 kc 1 kw limited time for hearing in consolidated proceeding with applications of Erie Broadcasting Corp., Buffalo, and Concord Broadcasting Corp., Niagara Falls and made WHAM party to proceeding. Continued consolidated hearing to April 7.

March 1 Applications . . .

ACCEPTED FOR FILING

License for CP

KNGS Hanford, Calif.—License to cover CP as mod. which authorized new standard station.

AM—970 kc

Lincoln Bcstg. Co., Springfield, Ill.—CP new standard station 970 kc 1 kw unl.

AM—1400 kc

Biddleford Bcstg. Corp., Biddleford, Me.—CP new standard station 1400 kc 250 w unl.

AM—1190 kc

Cotton Belt Bcstg. Co., Greenville, Miss.—CP new standard station 1190 kc 1 kw D.

Modification of License

WPFB Middletown, Ohio—Mod. license to change hours from D to unl. an change power from 1 kw to 1 kw-D an 100 w-N (910 kc).

License for CP

KULP El Campo, Tex.—License t cover CP as mod. which authorized ne standard station and change stud location.

AM—1250 kc

Lamar County Bcstg. Co., Paris, Te—CP new standard station 1250 kc 1 kw D.

AM—1230 kc

Kenneth D. & Mary I. Juhlin, Lon Beach, Wash. — CP new standard station 1230 kc 250 w unl. Continge upon KAST being granted change facilities.

TV—174-180 mc

Sunshine Television Corp., St. Peterburg, Fla.—CP new commercial tele sion station on Channel 7, 174-180 m ERP vis. 26.24 kw and aur. 13.12 kw a unl.

TV—186-192 mc

Central Bcstg. Co., Des Moines, Io—CP new commercial television stati on Channel 9, 186-192 mc, ERP vis. a aur. 31.2 kw and unl.

TV—60-66 mc

The Yankee Network Inc., Spring field, Mass.—CP new commercial tel

(*Continued on page 62*)

ODE TO AN ENGINEER

FCC Commissioner's Daughter Waxes Poetic

WHEN her father was promote from chief engineer to member o the FCC the first of the yea Muriel Sterling pondered a whil took stock of the additional worries that had accrued to him—and to her—and came up with a poem. Muriel, 14, is the daughter of Comr. and Mrs. George E. Sterling, and a junior in high school at Silver Spring, Md., where they live. He poem:

Miss Sterling

PORTRAIT OF MY FATHER

Mend, paint, wash the car—glue th
worn-out pan
Fathers come as many types, but min
is a "ham".

As I step into his den for a little fu
with me,
How am I confronted—he's allocatin
frequencies.

Now Mary's father's pulling weeds—and
Betty's Pop sure can,
But all I ever hear all day are glorie
of F.M.

Static-free, signal great, audio quit
clear,
Television's rising up—new network
for next year.

Proudly strutting down the stairs t
show off my "New Look",
There he sits a-staring at that dreadfu
old "Blue Book".

Now as a Commissioner the F.C.C. put
up a fight,
And when it comes to holidays, "Th
Radio Manual" he writes.

I love to read the papers—I find them
quite a pip,
But alas! I'm face to face with WHLS'
censorship.

Applicant's new station—licensee's com-
munication,
Double talk, senseless gripe . . . brand
new tubes, non-hum mikes.

Telephoning every night—Walker, Durr
and Coy,
Being free from technicality is quite a
novel joy.

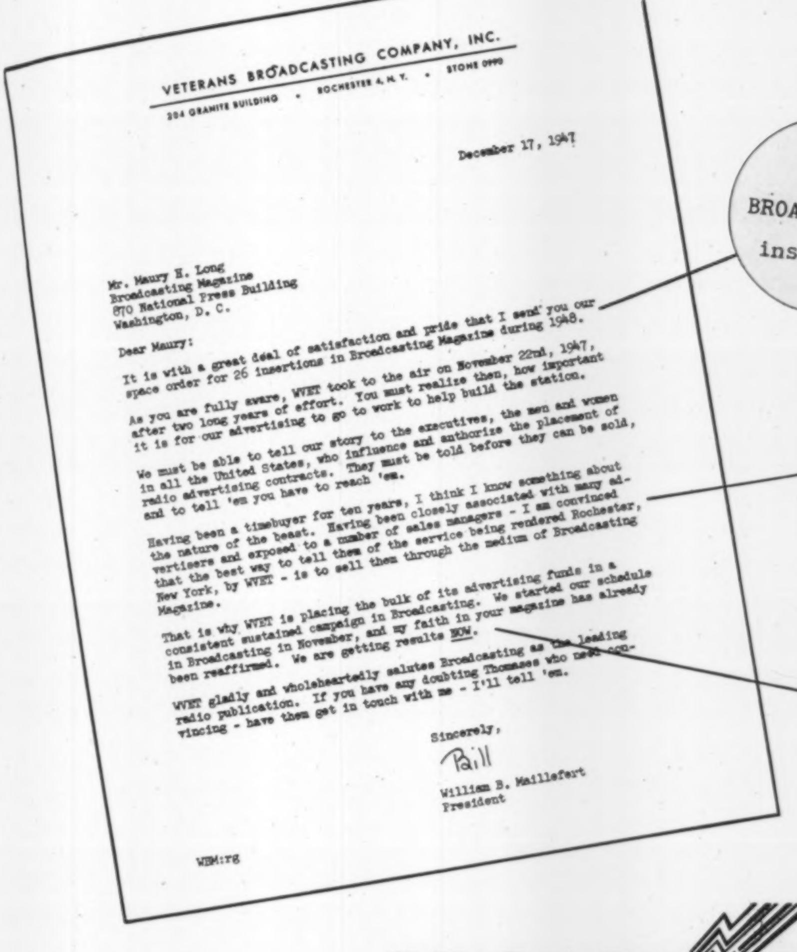
CQ-CQ—W3DF right here at Silver
Spring,
I guess I'll just have to accept radio
as "king".

Will I ever get away from it—my pro-
fession is quite near,
Or will Daddy give me possibilities of a
lady-engineer.

BILL MAILLEFERT, formerly a million-dollar time buyer with the Compton Agency, New York, now manages WVET, Rochester. Ten years experience in time buying and a few weeks in time selling convinced him that BROADCASTING is the most direct route to radio time sales. His letter below tells why.

IS THERE A doubting thomas IN THE HOUSE?

"If you've any doubting Thomases who need convincing, have them get in touch with me—I'll tell 'em. Having been closely associated with many advertising managers and exposed to a number of sales managers, I'm convinced the best way to . . . sell them is through BROADCASTING Magazine."



VETERANS BROADCASTING COMPANY, INC.
204 GRANITE BUILDING • ROCHESTER 4, N. Y. • STONE 0990

December 17, 1947

Mr. Maury H. Long
Broadcasting Magazine
870 National Press Building
Washington, D. C.

Dear Maury:

It is with a great deal of satisfaction and pride that I send you our space order for 26 insertions in Broadcasting Magazine during 1948.

As you are fully aware, WVET took to the air on November 22nd, 1947, after two long years of effort. You must realize then, how important it is for our advertising to go to work to help build the station.

We must be able to tell our story to the executives, the men and women in all the United States, who influence and authorize the placement of radio advertising contracts. They must be told before they can be sold, and to tell 'em you have to reach 'em.

Having been a timebuyer for ten years, I think I know something about the nature of the beast. Having been closely associated with many advertisers and exposed to a number of sales managers - I am convinced that the best way to tell them of the service being rendered Rochester, New York, by WVET - is to sell them through the medium of Broadcasting Magazine.

That is why WVET is placing the bulk of its advertising funds in a consistent sustained campaign in Broadcasting. We started our schedule in Broadcasting in November, and my faith in your magazine has already been reaffirmed. We are getting results NOW.

WVET gladly and wholeheartedly salutes Broadcasting as the leading radio publication. If you have any doubting Thomases who need convincing - have them get in touch with me - I'll tell 'em.

Sincerely,

Bill

William B. Maillefert
President

WBM:rg

26 BROADCASTING insertions

best way to sell buyers of time

we are getting results NOW

Proof of readership like this doesn't just happen . . . it's planned. Today BROADCASTING's paid circulation exceeds 15,000 —one third of which goes to national radio agencies and advertisers. This is more paid circulation than the rest of the radio field combined. This is why BROADCASTING carries more radio linage than the rest of the field combined.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.

WHO

is

"Listened-to-Most"

in 71 of

Iowa's 99 Counties

(during daytime)

●

Write for complete facts!

50,000 Watts
Des Moines

FREE & PETERS, Inc.
Representatives

MORE Advertisers USE KOIL

THAN ANY OTHER RADIO STATION IN OMAHA & Council Bluffs

BASIC ABC 5000 WATTS
Represented By
EDWARD PETRY CO., INC.

FCC Actions

(Continued from page 60)

Applications Cont.:

vision station on Channel 3, 60-66 mc, ERP vis. 18.9 kw, aur. 10.1 kw and unl.

TV—76-82 mc

WTAG Inc., Worcester, Mass.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 16.886 kw, aur. 8.443 kw and unl.

TV—198-204 mc

WARC Inc., Rochester, N. Y.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 32.8 kw, aur. 16.4 kw and unl.

TV—76-82 mc

Harris County Broadcast Co., Houston, Tex.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 18.2 kw, aur. 9.56 kw and unl.

TENDERED FOR FILING

Assignment of CP

KFSA-FM Fort Smith, Ark.—Consent to assignment of CP of FM station to Southwestern Pub. Co.

AM—1520 kc

KDON Monterey, Calif.—CP change frequency from 1240 to 1520 kc, power from 250 w to 5 kw-N and 10 kw-D, install new trans. and DA-DN and change trans. location.

AM—1410 kc

KCOL Fort Collins, Col.—CP change frequency from 1400 to 1410 kc, power from 250 w to 1 kw, install new trans. and DA-N.

Modification of CP

WNLK Norwalk, Conn.—Mod. CP to change hours from D to unl., power from 500 w D to 500 w unl. and install DA-N (1350 kc).

AM—1250 kc

WLPO La Salle, Ill.—CP change hours from D to unl., frequency from 1220 to 1250 kc, increase power from 250 w to 500 w, install new trans. and DA-DN and approval of ant. system and trans. location.

AM—1420 kc

WIMS Michigan City, Ind.—CP change hours from D to unl., power from 1 kw D to 500 w-N 1 kw-D, install new trans. and DA-N.

AM—930 kc

Valley Bcstg. Corp., Holyoke, Mass.—CP new standard station 930 kc 500 w D.

AM—1390 kc

Neponset Radio Corp., Norwood, Mass.—CP new standard station 1390 kc 500 w D.

AM—1290 kc

KGVO Missoula, Mont.—CP change power from 1 kw-N 5 kw-D to 5 kw unl., install new trans. and change trans. location and install DA-DN.

AM—1280 kc

WOV New York—Consent to transfer of control from Arde Bulova and Harry D. Henshel to General Bcstg. Corp.

AM—1570 kc

Frederick Bcstg. Co., partnership composed of J. D. Jones Jr., Ronald W. Wheeler Jr. and Winston A. Jones, Frederick, Okla.—CP new standard station 1570 kc 250 w D.

Modification of CP

KOME Tulsa, Okla. — Mod. CP to change proposed trans. location and mod. DA.

FM—96.4 mc

The Ponca City Pub. Co. Inc., Ponca City, Okla.—CP new FM station on Channel 243, 96.4 mc.

TV—198-204 mc

Advertisers Press Inc., Flint, Mich.—CP new commercial television station on Channel 11, 198-204 mc and ERP vis. 2.93 kw, aur. 1.465 kw.

TV—60-66 mc

May Bcstg. Co., Omaha, Neb.—CP new commercial television station on Channel 3, 60-66 mc, and ERP vis. 17.83 kw, aur. 8.915 kw.

TV—192-198 mc

Pittsburgh Radio Supply House Inc., Pittsburgh—CP new commercial television station on Channel 10, 192-198 mc, and ERP vis. 26.6 kw, aur. 13.3 kw.

Modification of CP

WLAN Lancaster, Pa.—Mod. CP to change from DA-DN to DA-N.

AM—1240 kc

WDIA Memphis, Tenn.—CP change frequency from 730 kc to 1240 kc and hours from D to unl.

AM—1440 kc

Brazos Bcstg. Co., Bryan, Tex.—CP new standard station 1440 kc 500 w D.

AM—1190 kc

Texas Trade School, Dallas, Tex.—CP new standard station 1190 kc 1 kw D. (Contingent on KLIF change in frequency).

AM—1050 kc

The Oil City Bcstg. Co., partnership composed of C. C. Elkins Jr. and Bill Frank Lindsay, Electra, Tex.—CP new standard station 1050 kc 250 w D.

AM—1090 kc

R. A. Huffhines d/b as San Benito Bcstg. Co., San Antonio, Tex.—CP new standard station 1090 kc 250 w D.

AM—1570 kc

Albert Cooper, Arval Montgomery, J. C. Howell and Lester Campbell d/b as Shamrock Bcstg. Co., Shamrock, Tex.—CP new standard station 1570 kc 250 w D.

AM—1450 kc

Radio Corp. of Arizona Inc. Phoenix, Ariz.—CP new standard station 1450 kc 250 w unl.

AM—910 kc

William C. Grove, Denver, Col.—CP new standard station 910 kc 1 kw and S-KPOF. (Request facilities being vacated by KFKA.)

AM—1150 kc

WDEL Wilmington, Del.—CP make changes in DA to accommodate FM and television operation and change trans. location.

Transfer of Stock

KLIX Twin Falls, Ida.—Consent to transfer of stock owned by Fentress H. Kuhn in licensee corporation to J. Robb Brady Trust Co.

AM—560 kc

WGAI Elizabeth City, N. C. — CP change hours from D to unl., power from 500 w to 500 w-N 1 kw-D, install DA-DN and approval of ant. and trans. location.

Acquisition of Control

WBEX Chillicothe, Ohio—Acquisition of control of stock owned by George Walsh in licensee corporation by D. C. Summerford.

AM—1230 kc

John R. Tomek, Wausau, Wis.—CP new standard station 1230 kc 250 w unl.

Modification of CP

WNHC-TV New Haven, Conn.—Mod. CP to specify ERP as vis. 18.9 kw and aur. 9.45 kw.

TV—174-180 mc

Sunshine Television Corp., St. Petersburg, Fla.—CP new commercial television station on Channel 7, 174-180 mc, and ERP vis. 26.24 kw and aur. 13.12 kw.

TV—186-192 mc

Central Bcstg. Co., Des Moines, Iowa—CP new commercial television station on Channel 9, 186-192 mc, and ERP vis. and aur. 31.2 kw.

TV—198-204 mc

The State U. of Iowa, Iowa City—CP new commercial television station on Channel 11, 198-204 mc and ERP vis. 32.26 kw and aur. 16.13 kw.

TV—60-66 mc

The Yankee Network Inc., Springfield, Mass.—CP new commercial television station on Channel 3, 60-66 mc, and ERP vis. 18.9 kw and aur. 10.1 kw.

TV—76-82 mc

WTAG Inc., Worcester, Mass.—CP new commercial television station on Channel 5, 76-82 mc, and ERP vis. 16.886 kw, aur. 8.443 kw.

TV—198-204 mc

WARC Inc., Rochester, N. Y.—CP new commercial television station on Channel 11, 198-204 mc and ERP vis. 32.8 kw and aur. 16.4 kw.

TV—198-204 mc

Inter-City Adv. Co., Charlotte, N. C.—CP new commercial television station on Channel 11, 198-204 mc and ERP vis. 2.8 kw, aur. 1.4 kw.

TV—60-66 mc

Video Bcstg. Co., Portland, Ore.—CP new commercial television station on Channel 3, 60-66 mc, and ERP vis. 17.955 kw, aur. 9.45 kw.

TV—210-216 mc

Video Bcstg. Co., San Jose, Calif.—CP new commercial television station on Channel 13, 210-216 mc and ERP vis. 35.34 kw, aur. 18.6 kw.

TV—60-66 mc

Video Bcstg. Co., San Diego, Calif.—CP new commercial television station on Channel 3, 60-66 mc ERP vis. 17.955 kw, aur. 9.45 kw.

TV—82-88 mc

C. C. Woodson d/b as The Waco Television Co., Waco, Tex.—CP new commercial television station on Channel 6, 82-88 mc and ERP vis. 2.3 kw aur. 1.15 kw.

FCC Correction

FCC last week reported previous week grant of FM CP to WGBI-FM Scranton, Pa., should have shown ERP of 1.8 kw instead of 18 kw Channel 267 (101.3 mc) specified. See story BROADCASTING, March 1, page 84.

TV—186-192 mc

Badger Bcstg. Co., Madison, Wis.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 2.91 kw and aur. 1.45 kw.

March 2 Decisions . . .

BY THE SECRETARY

WXLT Ely, Minn.—Granted license for new station 1450 kc 250 w unl.

Following were authorized extension of completion dates as indicated: W5XPH, Area of Albuquerque, to 4-1-48; WFPG Atlantic City, N. J., to 6-23-48; WPTN Paris, Tenn., to 9-23-48; WPR Ponce, P. R., to 3-31-48.

WJOC Jamestown, N. Y.—Granted license for new station 1470 kc 1 kw-D and to specify studio location.

KPIX San Luis Obispo, Calif.—Granted license for new station 13 kc 250 w unl. and to specify studio location.

WLBZ Bangor, Me.—Granted mod. license to change name of licensee corporation from Eastland Bcstg. Co. to Main Bcstg. Co.

KXLL Missoula, Mont.—Granted mod. CP for extension of completion date to 3-1-48.

KWRT Benton, Wash.—Granted license for new station 1220 kc 250 w-D.

KRNO San Bernardino, Calif.—Granted license for new station 1240 kc 250 w unl.

WLEC Sandusky, Ohio—Granted license for new station 1450 kc 250 w unl.

WSFC Somerset, Ky.—Granted license for new station 1240 kc 250 w unl.

WLTR Bloomsburg, Pa.—Granted license for new station 690 kc 1 kw-D DA.

KSJO San Jose, Calif.—Granted license install DA-N, change hours to unl. and increase power to 500 w-N, 1 kw-LS.

WGAP Marysville, Tenn.—Granted license for new station 1400 kc 250 w unl.

KOGT Orange, Tex.—Granted license for new station 1600 kc 1 kw-DA-N unl.

WHOW Clinton, Ill.—Granted license for new station; 1520 kc, 1 kw-D.

WKOW Madison, Wis.—Granted license for new station; 1070 kc 5 kw 10 kw-LS unl. DA-N.

Following were authorized extension of completion dates as shown: KROW Oakland, Calif., to 9-1-48; WSOY Decatur, Ill., to 5-1-48; WCBT-FM Roanoke Rapids, N. C., to 8-16-48; WTMA-FM Charleston, S. C., to 6-1-48; WTMJ-FM Milwaukee, to 9-26-48; WJLB, Detroit, to 7-1-48; WMBD Peoria, Ill., to 9-28-48; KYES Butte, Mont., to 8-14-48; KHBC Hailo, T. H., to 8-31-48; WTMA Charleston, S. C., to 4-1-48; WFBG-FM Altoona, Pa., to 6-1-48; WJR-FM Detroit, to 6-1-48; WMAW-FM Milwaukee, to 6-8-48; WQQW-FM Washington, D. C., to 6-15-48; WHAT-FM Philadelphia, to 6-10-48; KOMO-FM Seattle, to 6-16-48; WBML-FM Macon, Ga., to 8-21-48; KPDR-FM Alexandria, La., to 8-16-48; WGPA-FM Bethlehem, Pa., to 5-1-48; WMGY-FM Montgomery, Ala., to 6-4-48; KALE-FM Portland, Ore., to 6-18-48; WMAL-FM Washington, to 5-5-48; WWLH New Orleans, to 9-16-48; WCAR-

(Continued on page 74)

710 KC KURV EDINBURG-TEXAS KURV-FM COMING

"ASK FORJOE"

Covering a METROPOLITAN AREA AT A SUBURBAN RATE with

NEWS-MUSIC-AGRICULTURAL PROGRAMS BUILT FOR RIO GRANDE VALLEY LISTENERS
LOUIS AIKEN, JR., General Manager

Promotion

PETER ROBECK, formerly in CBS Hollywood sales promotion department, has been named KNX Hollywood merchandising and program promotion manager. He replaces **FRANK FORD,** who resigned to set up own sales promotion creative and counselling service.

GEORGE REED, production manager of WKNX Saginaw, Mich., has been appointed promotion manager in addition to his present duties. He formerly was with WIBM Jackson and WJIM Lansing, Mich.

JIM PRIOR has been appointed promotion and publicity director of KUGN and KUGN-FM Eugene, Ore., replacing **"SUDS" CHANEY.**

ALLAN F. LIVERS has joined KATL Houston, Tex., as public relations chief.

HARRY K. RENFRO, director of public relations of KXOK St. Louis, has been named chairman of radio publicity committee for 1948 St. Louis Red Cross campaign.

HOUSTON A. LAWING, former sports editor, has been appointed director of publicity of WBIG Greensboro, N. C.

GEORGE THOMPSON has joined art department of MBS midwest office in Chicago.

TONY MOE, promotion manager of KELO Sioux Falls, S. D., has been named public relations officer for Officers Reserve Corps for state of South Dakota, and placed in charge of publicity and promotion for State Reserve Officers convention to be held in Sioux Falls in May.

KEITH MATHERS, of promotion staff of WKY Oklahoma City, has been named public service coordinator. He also is the father of his first son, Kent Kieth.

VINCENT ELLIOTT has resigned as sales promotion manager of KPMO Pomona, Calif.

LEOPOLD HOULE, press and information director for Quebec for Canadian Broadcasting Corp., Montreal, has retired on pension, the second CBC employe to retire under pension plans and first French-Canadian employe to do so. He joined predecessor of CBC, Canadian Radio Broadcasting Commission in 1933, and continued with CBC when it was formed in 1936.

ROLAND MARTONE, publicist of ABC Hollywood press department, has sold "The Marksman," a short story, to Collier's Magazine.

Feathers Flew

"THIS Will Tickle Your Fancy," says KYW Philadelphia on its latest promotional sheet featuring its "Gather 'Round Kids" program. Bright green feather inserted in tail of drawing of a parrot decorates the sheet which tells of response to offer made on show. Mary Lou Howard, m.c. of "Gather 'Round Kids," mentioned on the program that she had some parrot feathers children could have if requested. Story of how requests swamped KYW and wiped out the entire Philadelphia parrot feather supply" is told in various trade journals, the sheet states, and is typical of the response you would get by sponsoring 'Gather 'Round Kids.' "

WDNC Grows Up

CLIMAXING its extensive campaign announcing change in frequency and increase in power, WDNC Durham, N. C., has distributed promotional cards highlighted by insert of small, rubber baby doll. Headed "We're no [baby] now!", card states that WDNC has grown to 5000 w and is "out of the cradle and ready to do a man-sized job in Central and Eastern North Carolina on the superb 620 frequency. . . ."

'Jr. Disc Jockey Contest'

STUDENTS from city and county high schools are eligible to enter "Jr. Disc Jockey Contest" being conducted by WVET Rochester, N. Y. Each of 12 contestants are allowed 12 of 15 minutes on air to prove their "platter-patter" ability. Weekly winners will be called back for further eliminations, with grand winner chosen on 13th program. Prizes include 13-week contract calling for $100 per three hour broadcast, and two-week vacation for two.

Joint Forum

JOINT PROMOTION has been worked out by WCAU Philadelphia and Philadelphia Bulletin to present combined Bulletin - WCAU-U. of Pennsylvania Forum. Under new agreement, Bulletin and radio forum will discuss same subject each week. Attention will be called to radio program in Bulletin, while broadcast will point up fact that written discussion of same topic appears in Sunday Bulletin.

WBBO Service Report

STRESSING public service activities of station, promotion letter has been mailed to some 250 timebuyers by WBBO Forest City, N. C., along with folder showing station's coverage area. Letter reviews station's activities built around slogan "Hear the People You Know Over WBBO." Facts on local market and power of station also are told in letter and illustrated in accompanying folder.

Slogan Contest

SLOGAN contest based on station's call letters has been started by WFPG Atlantic City, offering numerous prizes contributed by local merchants and backed by extensive promotional campaign. Listeners are asked to take letters W F P G and make slogan with each word of slogan beginning with one of call letters. Letters must be used in proper order. Contest, which will run for three weeks, is plugged daily on WFPG and is publicized locally in other media. Each day 15-minute program is given over entirely to contest, with rules explained and interviews with merchants who are contributing prizes. Prizes will be awarded in double—if winner is man he will share with woman of his choice and vice versa. In addition to numerous personal gifts, prizes will include complete night of entertainment for couple.

WCSI Keychains

FOUR-LEAF Clover keychains are being used by WCSI(FM) Columbus, Ind., for promotion of its "Music Makers Club" program. Project is in cooperation with MGM records for promotion of its hit tune, "I'm Looking Over a Four-Leaf Clover." Arrangements have been made with local record retail outlets for distribution of the keychains. Station has similar arrangements with Mercury Records. WCSI also has completed arrangements with Gale Agency, New York, to carry exclusively in Indiana the Erskine Hawkins song title promotion contest to pick name for Mr. Hawkins' latest tune.

'WLOW Digest'

SIX PAGE newspaper giving views and observations of leading political and business figures on conditions for Norfolk in 1948 has been distributed by WLOW Norfolk. Newspaper, called "WLOW Digest," contains statements from governor of Virginia and leading merchants of Norfolk.

Recipe Contest

RECIPE CONTEST featured on "For Women Only" show over WVOS Liberty, N. Y., brought forth unexpected response from the listeners. Frankel Hardware Co., sponsor, offered a radio as prize, but response was so great that three consolation prizes also were given, station reports. Entries were read over daily broadcasts, with more than 250 local women sending in recipes. All entries submitted were compiled into "Sullivan County Cook Book," and distributed to listeners by sponsor. Plans are being made by Frankel Co. to repeat similar contests during coming year.

News Brochure

NEWS SERVICE "every hour on the hour" of WPEN Philadelphia is subject of illustrated brochure distributed by that station to agencies, advertisers and prospective sponsors. Featuring copy expressing importance of news today, spread includes broken strips of ticker tape done in bright yellow, which lends impact to layout of clocks indicating time in world's major cities. Cut of studio scene with announcer, newsroom, engineer and control booth also is used for illustration. "WPEN news best radio buy in Phila. today," brochure states, and "a few desirable news periods are still available."

WPTF Fan Mail

PROMOTION piece showing amount of fan mail station received during 1947 has been distributed by WPTF Raleigh, N. C. Map of Virginia, North and South Carolina is shown with amount of fan mail received in each county of the three states. Lists showing that station has received fan mail from 46 states, District of Columbia, and 13 foreign countries, with amount of mail received in each also presented. Back of spread shows amount of mail received each month in 1946 and the increase in months of 1947.

'Red Tag Days'

LETTERS telling of activities of WFEA Manchester, N. H., in promoting city's recent "Red Tag Days" have been distributed by that station to all members of Manchester Chamber of Commerce and all active accounts of station. Two-page letter reviews services rendered by station, including programs, statements from prominent business men, and station breaks, used to promote the merchants' campaign.

WOR Yarn

BALLS of yarn, pierced with knitting needles, were distributed to industry fortnight ago by WOR New York to announce beginning of "Bill Bern's Knitting Circle" program, sponsored by Yarn Center. "Little Yarn" cards were attached to each ball announcing new program would be aired Sat. 10:30-10:45 a.m.

Promotion Discs

NEW NBC audience promotion series, built around transcribed spot announcements by top network stars of their own and other NBC programs has been prepared by network. Each NBC affiliate has been sent 16-inch disc on which are transcribed month's supply of these announcements, titled "Cues."

WFIL Philadelphia has increased number of facsimile broadcasts of Philadelphia Inquirer Fax Edition from two to five editions daily.

TIP:
TURN TO
DOUBLE
SPREAD
OF THIS ISSUE

INVEST
YOUR
AD
DOLLAR
WCKY s-ly
L. B. Wilson
WCKY
50,000 WATTS
OF
SALES POWER
★ ★ ★

KBIW
KBIW
ANY WAY
YOU LOOK AT IT
KNOXVILLE'S
BEST BET
is
WIBK
Represented by
DONALD COOKE, INC.

LATEST HITS

from RCA VICTOR

for your platter shows!

My Gal is Mine
Once More
Hypoed by coming Broadway show "Inside U.S.A."!
Starlight Rendezvous
RCA Victor 20-2724

DORSEY

Happy Birthday Polka
New way to wish "Happy Birthday"!
Calico Apron and a Gingham Gown
RCA Victor 20-2725

SONS OF THE PIONEERS

The Bee Song
and
Tutti Tutti Pizzicato
Philly Op's "Click Tune of Month"!
RCA Victor 20-2711

PRIMA

Blue Hawaiian Rose
and
Feathery Feelin'
RCA Victor 20-2709

MARTIN

Money, Money, Money
and
Teach Me, Teach Me, Baby
RCA Victor 20-2728

HALL SISTERS

Television
and
Ever Since Eve
RCA Victor 20-2730

MANNERS

RCA VICTOR RECORDS

Programs

VIDEO-ADAPTED preview of ten-day Sports and Travel Exposition in Chicago, which ended yesterday, was telecast late last month by WBKB Chicago under sponsorship of Admiral Corp. Hour-long preview included indoor steeplechase horse race, midget airplane race (featuring miniature radio-controlled planes at speed of 90 miles per hour), demonstrations of fly-casting and duck-retrieving by hunting dogs, swimming ballet, high-diving act and contests in log-rolling and canoe-tilting. Showing of 1948 automobiles of both U.S. and foreign markets also was included.

Original Requests

MOST ORIGINAL request letters were sought as entries in new feature of "Rhythms by Request" program aired over KHON Honolulu. Bill Ashley, who conducts the six-mornings weekly show, invited listeners to submit unique requests and offered free trip and other special prizes to winner. Station reports that requests came in written on everything from cocoanuts to hard-boiled eggs.

'Head of the Family'

TEAMING wits of children against grown-ups, new comedy-quiz program has been started over WHAS Louisville, under sponsorship of Buttermann Ice Cream Co. Outstanding feature of show is contest to benefit Kentucky children, sponsored in interest of Kentucky Children Inc., non-profit fund-raising group set up to aid children. Prizes in cash and merchandise supplied by Kentucky merchants are offered for correct identification of "Mr. K." Feature is audience participation show and originates from stage of National Theatre in Louisville.

Aired from Train

MOVING TRAIN was origination point of KFAB Omaha program as climax of Nebraska's observance of Abraham Lincoln's birthday. Train, called CROP (Christian Rural Overseas Service Program), consisted of 135 food-laden box cars destined for famine-stricken Europe. Ruth Daly Neuhaus, KFAB special events reporter, originated program by shortwave on board train as it left dedication services in Lincoln, Neb., en route to Omaha to pick up more food. In 15-minute broadcast, Miss Neuhaus interviewed CROP officials, state and city officials, representatives from Wyoming and Kansas, a Catholic Priest and Jewish Rabbi.

Hospital Hour

FOR BENEFIT and enjoyment of patients at Medical College of Virginia Hospital, WMBG(FM) Richmond is airing new series titled "The Medical College of Virginia Hospital Hour." Program is piped to all 1,000 bed patients by means of special FM receiver set up to work through hospital radio system. While designed primarily for hospital, program also is aired over regular WMBG facilities for home listeners. Music for relaxation is featured on show along with news of what is taking place at hospital in way of entries, new babies, progress of patients and items of interest to shut-ins.

'You Don't Say'

CORRECT PRONUNCIATION of words is basis of new program titled "You Don't Say," heard over WTBO Cumberland, Md. Commonly mispronounced words are discussed, interesting origins examined, and growth and use of slang explained. Questions are supplied by listeners and researched by WTBO staff and Public Library. Sunday afternoon feature heard 4:30-5:00 p.m., show is non-commercial and its aim is to be informative and educational with two regular word experts, two guests and moderator on each broadcast.

Reports From Capital

DAILY REPORTS on developments of the committee appointed by the Southern Governor's Conference to protest President Truman's civil rights program were broadcast from Washington to WORD Spartanburg, S. C. Sterling Wright, WORD program director, who was in the Capital covering the committee's activities, aired two reports daily to Spartanburg from the studios of WMAL, giving the latest developments of interest to the South.

Mythical Chipmonks

THREE MYTHICAL chipmonks have been created as integral part of early morning show conducted by Trafton Robertson over WTAR Norfolk, Va. Named Charlie, Susie, and Bertha, chipmonks sing (speeded up transcription), talk (Mr. Robertson's voice), and have become one of most outstanding features of show. Mr. Robertson also has formed Chipmonk Club, issuing membership cards with caricatures and autographs of the animals. Station reports that animals have become so popular that one merchant uses them in his newspaper advertising to boost sale of alarm clock designed to turn on radio in place of alarm bell. Ad reads, in part, ". .. and awaken with a smile to the lilting rhythm of chipmonks or your favorite early morning program."

'Main Street'

DEVOTED to hometown newspapers throughout Texas, Kansas, Oklahoma and New Mexico area, "Panhandle Main Street" program is aired weekly over KGNC Amarillo, Tex. George Young, KGNC newsroom director, conducts program. Newspaper publishers, editors and printers from area are guests on program each week, and air their views on news topics.

'Zoom Sky Patrol'

PRE-FLIGHT instruction, plus daily adventure script, is subject of new teen-age show heard over KEX Portland, Oreg. Produced locally by Portland radio talent, program offers facts and data based on principles of aeronautics. Program, titled "Zoom Sky Patrol," is heard daily 5-5:15 p.m. with current adventure chapter revolving around flying ventures of government agent and his teen-age companion.

FOUR-YEAR-OLD Bradley Lucas of Jacksonville, Fla., probably is one of youngest disc jockies in radio and he apparently loves the job. He appeared on "Sunrise Serenade" over WJHP Jacksonville recently as guest record spinner for Claude Taylor (r). As a member of Mr. Taylor's Sunshine Club, Brad was chosen to emcee the show for the day, for which he received $5. After leaving WJHP studios, he promptly turned his $5 into $6.68 worth of records —home work for his future career.

Airs Ceremonies

CEREMONIES of presentation of first of 750 new subway cars for system of New York City, built at American Car and Foundry Co., Berwick, Pa., were broadcast by WCNR Bloomsburg, Pa. Acting Mayor Vincent R. Impellitteri of New York was present to accept first car. WCNR aired description of entire event, including Mr. Impellitteri's portrayal as motorman for the new car.

Traffic Plan Discussed

DISCUSSION of new traffic system installed on Bridgeport, Conn., streets was subject of special program recently heard over WNAB Bridgeport. Views on city's traffic plan were presented by average motorist and leading citizens of Bridgeport participating in discussion. Previous to actual discussion play-back of on-the-spot broadcast recorded at one of newly organized traffic intersections was played and then each speaker gave his opinion of what should be done to improve situation. Program, titled "Operation Traffic," proved so successful that plans are under way to broadcast second in series titled "Operation Pedestrian."

'Accent on Youth'

TEEN-AGE musical groups of all types are featured on "Accent on Youth" program, originated by WJR Detroit and now carried on full CBS network. Aired from Detroit Music Hall, program presents 70-piece teen-age chorus, duets, trios, quartets, octets, and outstanding soloists. Lending professional support is 24-piece WJR orchestra conducted by Musical Director Paul Lavoie. Teen-age emcees and comedians also are used. Produced by Eric Howlett and written by Jane Morris, "Accent on Youth" has been heard on WJR for past year and became CBS feature on March 6. Show is heard Sat. 4-4:30 p.m.

History of School System

EARLY HISTORY of Massachusetts school system will be presented over WCOP Boston, on series of three Monday evening programs, March 15, 22 and 29, at 10:45 p.m. Titled "Learning the Bay State Way," program will trace educational system from its Puritan beginnings, Dame schools, and review history of Harvard and Boston Latin School. Purpose of dramatizations will be to show enthusiasm and earnest efforts forefathers made to establish free educational facilities in early days of Massachusetts Colony and what Massachusetts has done to preserve this heritage.

BRITISH BROADCASTING Corp. has published a souvenir brochure commemorating the silver jubilee of the BBC's founding in 1922.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Stuart

WHO PUT THAT DREAM IN YOUR EYES

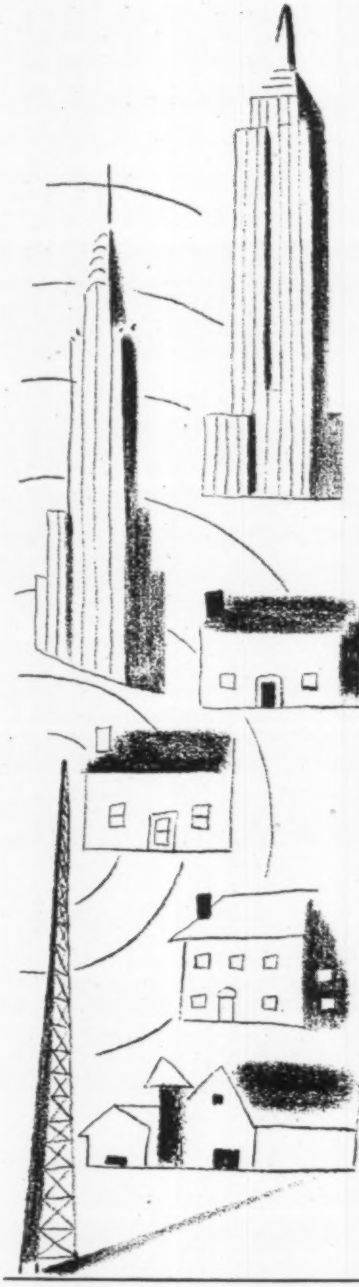
On Transcriptions: **CAPITOL—Buddy Cole's Four of a Kind; STANDARD—Dick Jurgens; LANG-WORTH—Chuck Foster.**

On Records: **Mark Warnow—Coast 8026; Ray Carter Trio—Republic 122; Jack McLean—Coast 8015.**

BMI

BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD

580 FIFTH AVENUE
NEW YORK 19, N. Y



WJZ

offers you a variety of great opportunities to tell your sales story to a ready-made audience on New York's *first* station

CO-OP PROGRAMS

You get the benefits of a big-time, coast-to-coast network show, yet you pay only the WJZ share of the total cost! The varied appeals of these shows give you almost pin-point audience selectivity.

1. **Baukhage Talking**...1:00 pm Monday-Friday. News and analysis direct from the nation's capital, by one of radio's most distinguished commentators. Successfully sponsored by more than 100 leading local concerns!

2. **Gangbusters** . . . 9:00 pm Saturday. A fast, action-packed half-hour of thrills —one of the top-rating adventure shows in all radio. Smack in the middle of WJZ's great Saturday-night line-up! What a sensational buy!

3. **Boston Symphony** . . . 9:30 pm Tuesday. A full hour of great music, played by the renowned Boston Symphony Orchestra, under the baton of Dr. Serge Koussevitzky. A wonderful prestige program, it follows Town Meeting on WJZ's impressive new Tuesday-night line-up.

4. **Mr. President** . . . 2:30 pm Sunday. From Hollywood . . . thrilling, authentic, behind-the-scenes dramas in the White House! Starring M-G-M's Edward Arnold, one of Hollywood's top movie actors. Patriotism, suspense, action!

PARTICIPATING PROGRAMS

Specially designed for a varied appeal: the businessman... the housewife... the family. These WJZ programs produce results!

1. **Kiernan's Korner** . . . Walter Kiernan. 6:30-7:00 am, 7:15-7:55 am Monday-Friday. Recorded music, Kiernan's delightfully humorous comments on the passing parade. Refreshing early morning fare.

2. **Nancy Craig** . . . 12:35-1:00 pm Monday-Friday. Homemaking hints, guest interviews. What a following! For the past ten years, Nancy Craig has consistently been the biggest mail-puller on WJZ! Housewives act on her suggestions.

3. **McNellis & Sheldon** . . . 2:00-2:30 pm Monday-Friday. Audience participation from the famous Latin Quarter. The SRO sign is hung out daily! Guest stars, games, gimmicks, lots of prizes.

4. **New York Tonight**...with Allen Prescott. 6:30-7:00 pm Monday-Friday. Recorded dinner music; tips on new shows, movies, restaurants, etc.... Delightful, lively listening that the whole family enjoys. Great for selling entertainment.

ABC 770 KC—50,000 WATTS **WJZ**

American Broadcasting Company

Call the ABC spot sales office nearest you for information about any or all of these stations!

WENR — Chicago	50,000 watts	890 kc	**WMAL** — Washington	5,000 watts	630 kc
KECA — Los Angeles	5,000 watts	790 kc	**WXYZ** — Detroit	5,000 watts	1270 kc
KGO — San Francisco	50,000 watts	810 kc	**ABC — PACIFIC NETWORK**		

News

JACK BRICKHOUSE, former announcer with WGN Chicago and recently freelance announcer in Chicago and New York, has been appointed sports service manager of WGN Inc., and will air sports events over station's three outlets, WGN, WGNB-(FM) and WGN-TV. **PAUL FOGARTY,** associated with sports and radio for 20 years, has been appointed sports producer for WGN-TV.

RAYMOND C. McCAY, former Georgia Radio Network news and special events reporter, and now southeastern radio chief of American Red Cross, is handling weekly news commentary on WBGE and WBGE-FM Atlanta, Ga.

CLETE ROBERTS, former KMPC Hollywood news commentator, has joined KFWB that city, in similar capacity. Mr. Roberts started his five weekly "Clete Roberts Reports" for the station March 1. Melody Lane, Los Angeles restaurant chain, sponsors program.

HUGH JONES, former news editor at WNMP Evanston, Ill., has joined news staff of WBBM Chicago.

MARJORIE SHURTLIFF, news writer at WHBF Rock Island, Ill., and Wilford Adrian have announced their marriage.

BILL ROGERS, former announcer of WWNC and WLOS, both in Asheville, N. C., has joined news staff of WCKY Cincinnati.

VIC REED, manager of news and special events of KGO; **CARROLL HANSEN,** news commentator, KQW, and **WILLIAM NIETFELD,** news commentator, KFRC, all San Francisco stations, have been named judges of San Francisco Press Club's scholarship contest, open to high school senior journalism students in Northern California and offering $250 college scholarship for best radio news commentary based on news event of 1948.

RALPH HOWARD, news reporter and commentator at KNBC San Francisco, and Norma R. Manuel were married Feb. 21.

EDMUND CHESTER, director of CBS shortwave broadcasting and Latin American relations, will sail for Geneva, Switzerland, March 12 to attend High Frequency Broadcasting Planning Committee meetings as a U.S. delegate. Sessions are to begin March 22. Mr. Chester served as adviser to U.S. delegation at Internatinoal Telecommunications Conference in Atlantic City last summer.

HARRY HEILMANN, sportscaster and baseball star, has been signed by WJR Detroit to do series of programs, titled "Baseball Extra," to be aired from Detroit Tiger training camp in Lakeland, Fla.

WILLIAM E. MINETTE, news writer at KNBC San Francisco, is the father of a boy, born Feb. 20.

JOHN F. McNAMARA, night news supervisor at WBZ-WBZA Boston-Springfield, recently was awarded service button for his 15 years' service with Westinghouse.

LAURIE GRAHAM has joined news staff of CFRN Edmonton.

BRUCE PALMER, WKY Oklahoma City news director, has been appointed an honorary colonel to staff of James C. Nance, president pro tempore of Oklahoma State Senate and acting governor at time of presentation. Mr. Palmer's appointment was made "in recognition of special, distinctive and meritorious service rendered to the state on a statewide basis in the new program of government, growth and development of Oklahoma."

JOHN H. THOMPSON, manager of news and public affairs at KNBC San Francisco, has been appointed lecturer in Journalism by Stanford U.

THURSTON MACAULEY, former Vienna correspondent for International News Service, has joined U. S. Army's Blue Danube Network in Austria as news chief.

WILLIAM L. SHIRER, MBS commentator, has received the 1948 One World Award for radio, for his fight "against the menace of world destruction both through his broadcasts and his book. . . ."

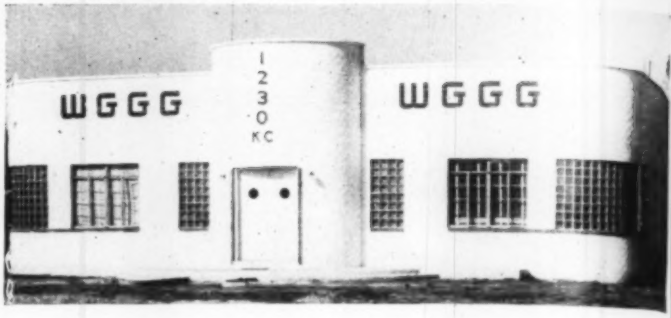
GEORGE HOPKINS has been named acting news editor of KWSC Pullman, Wash.

EDWARD TOMLINSON, Inter-American affairs commentator of NBC, will attend Pan American Congress to be held at Bogota, Colombia, on March 30. Mr. Tomlinson plans to tour Chile and Peru before attending the conference and will broadcast his NBC programs from Bogota.

GEOFFREY GORDON has been transferred from CBC newsroom, Toronto, to CBC newsroom, Halifax, succeeding **FRED BRICKENDEN,** who has been moved to CBC International Service production staff at Halifax.

Broadcast Inc. Sues

BROADCAST INC., Milwaukee radio agency, has filed suit in Wisconsin Circuit Court against the Wisconsin Network for alleged nonpayment of commissions due Broadcast while serving as network's representative in Milwaukee last fall. The agency seeks "in excess of $800" for having handled for the network in Milwaukee territory all 1947 U. of Wisconsin football games sponsored by the Plankinton Packing Co. A previous report erroneously stated the suit was filed by WFOX Milwaukee, with whom Broadcast shares offices at 739 Broadway, Milwaukee.



WGGG's Modern Home

* * *

WGGG Gainesville, Fla., Is Launched On 1230 kc

WGGG Gainesville, Fla., 250-w fulltime station, owned by Alachua County Broadcasting Co., took the air on 1230 kc last month with a special remote of ceremonies at the city's recreation center.

Following the program, open house was held at the new studios. Officials and staff members include: R. M. Chamberlin, president and general manager; Bob Henderson, vice president; J. C. Adkins Jr., secretary; Gus Cox, Tom Roland, Clyde Chamberlin and DeWitt Hague, stockholders; Gordon Hemby, assistant manager; Guy Hamilton, program director; Clinton E. Wills, chief engineer; Mrs. Pat Hutson, publicity director; Preston Daniel, continuity director; Mrs. Billy Winchester, woman's director; Norma Flynn, commercial director, and Mrs. Marian Brooker, traffic amnager.

L. A. Stations Notified By IBEW of Contract End

IBEW Local 45, Hollywood, has notified the Los Angeles area stations with whom contracts are held that pacts will terminate April 30. Move is aimed at elimination of the no-strike clause in agreements.

Since contracts are self-renewing, notice has been sent under authority whereby either party may terminate contract on 60 days' notice. Union is understood not to be seeking new contracts but is likely to post conditions similar to move taken by typographers.

WARNER NAMED CHIEF OF CORRESPONDENTS

ALBERT L. WARNER, chief of Mutual's Washington news bureau, was elected president of the Radio Correspondents Assn. at the organization's annual meeting Wednesday at NBC Washington. This is Mr. Warner's second term as head of the group, having been named to the office eight years ago when he was with CBS.

Mr. Warner

Other officers elected by the group were Elmer Davis, ABC, vice president; William McAndrew, NBC, secretary; Francis W. Tully Jr., Washington Reporters Inc. and Yankee Network, treasurer; G. W. Kingsbury of WLW Cincinnati and WINS New York, George W. Marder of UP Radio, and Howard Kany of AP Radio, members at large. Bill Henry, CBS, who is the outgoing president, was named member ex officio. Mr. Henry also was selected to continue as chairman of the contact committee for the coming political conventions.

The organization now has 15 active members and 54 paid up associate members.

WITH the moving of the Borden program from Hollywood to New York on CBS Wednesdays, 9-9:30 p.m., program will be farmed out by Kenyon & Eckhardt, New York, to Air Features where it will be produced by Frank Hummer

IN ATLANTA IT'S
WCON
THE ATLANTA CONSTITUTION STATION

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1908, 1921, by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.

WCON
5000 WATTS • 550 KC

KGW
NBC AFFILIATE
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Sponsors

AMERICAN TOBACCO Co. has announced intensive spot campaign on behalf of its Herbert Tareyton Cigarettes, involving use of at least 419 spots on New York stations alone. Beginning March 15 and running 52 weeks, following independent New York stations are to carry the announcements: WMCA, 100; WHN, 70; WINS, 70; WLIB, 70; WOV, 60, and WQXR, 19. It is expected that the campaign will extend to other New York stations and eventually to several key markets throughout the country. Agency: M. H. Hackett Co., New York.

PROCTER & GAMBLE has transferred production of "Perry Mason Show" on CBS from Dancer-Fitzgerald-Sample, New York, effective March 15, to Benton & Bowles, same city, as result of decision to promote its product Tide on that show. Tide also recently bought sponsorship in "Gangbusters" on 62 ABC stations through Benton & Bowles. Tide currently is advertising on sectional market basis and is sponsoring Perry Mason, on some of the 35 stations in markets not otherwise covered. Other P & G products will continue to sponsor the Mason show in some markets. Effective March 15, **LESLIE HARRIS**, B & B producer, will take over as production head on Perry Mason program.

GENERAL FOODS, New York (Instant Postum), is planning to run two-month commercial copy spot announcement test in four cities effective mid-March, through Foote, Cone & Belding, New York. Spots will be heard in Rochester, St. Louis, Cincinnati and Charlotte.

SPORTSMEN's SHOW Inc., Los Angeles, has named Ted H. Factor Agency, that city, to handle advertising for its outdoor sports show for third successive year, this year to be held April 8-18 at Gilmore Stadium, Los Angeles. Radio spots will be used.

PAUL BRODER, head of Academy Theaters (chain of Detroit movie houses), Feb. 24 began television program "Inside Hollywood" on WWJ-TV Detroit, Tues., 7:15-30 p.m.

STA-RITE GINNIE LOU Inc., Shelbyville, Ill., has appointed Schwimmer & Scott Inc., Chicago, to handle advertising for its Bead-Ettes, Bobby Pine, hair pin and wave set pin products. Spot announcements will be used initially in Chicago, New York and Los Angeles.

WESSON OIL & SNOWDRIFT SALES Co., New Orleans, March 29 renews for 52 weeks its quarter-hour segment of "Paul Whiteman Record Club" on ABC, Mon.-Fri., 4:15-4:30 p.m. Agency: Kenyon & Eckhardt, New York.

TONI Inc., New York, March 29 renews for 52 weeks its quarter-hour segment of "Ladies Be Seated" on ABC, Mon.-Fri., 3:15-3:30 p.m. Agency: Foote, Cone & Belding, Chicago.

ANCHOR HOCKING GLASS Corp., Lancaster, Ohio, March 25 drops "Crime Photographer" on CBS, Thur. 9:30-10 p.m. Agency: Wm. H. Weintraub Inc., New York.

CAMPBELL SOUP Co., Camden, N. J., March 28 drops "Corliss Archer" on CBS, Sun., 9-9:30 p.m.

GENERAL FOODS Corp., New York, March 1 renewed through June its video weather reports on WABD New York, Mon.-Fri., 8 p.m. Agency: Young & Rubicam, New York.

APEX ELECTRICAL Mfg. Co., Cleveland, is using video spots on WABD New York, to advertise its Fold-a-matic ironer. Starting March 11 and continuing through April 22, announcements will be aired Mon. and Thurs. evenings. Agency: Meldrum & Fewsmith, Cleveland.

KELVINATOR Div., Detroit, has signed 52-week contract with ABC for sponsorship of five minutes of "Human Side of the News" on 129 ABC stations. Program features **EDWIN C. HILL** and format will include one story each day of outstanding Americanism. Time costs for program is approximately $900,000. Contract becomes effective April 26. Agency: Geyer, Cornell & Newell, New York.

STUMPP AND WALTER CO., New York (seeds), which recently appointed Bourne Assoc., New York, to handle its advertising, soon will start its first test radio campaign over one New York station, WNBC, in anticipation of further use of the medium. The 13 weeks contract is to start March 13, calling for spot announcements on Clyde Kitell program, 7-7:05 a.m. Mon., Wed. and Fri. Campaign marks the 51-year-old firm's entrance into radio field. **SEVERIN BOURNE** is account executive.

BARKER BROS., Los Angeles (retail furniture store), started for 13 weeks video spot series on KTLA Los Angeles March 7 to promote its radio and television department. Agency: Ross, Gardner & White Adv., that city.

SAM BISCHOFF, independent movie producer, has appointed Buchanan & Co., Los Angeles, to handle advertising campaign for forthcoming movie "The Pitfall," to be released through United Artists in July.

COLUMBIA Department Stores, San Francisco, Feb. 23 started four-week spot announcement campaign on four local stations on occasion of its move to new quarters at 1111 Market St. Stations included are KYA, KFRC, KGO, KJBS. Total of 240 spots will be used.

WESTERN HARNESS RACING Assn. has appointed Smith, Bull & McCreery Inc., Hollywood, to handle advertising for 1948 meet starting April 2 at Santa Anita. This is agency's third year of handling advertising for the annual meets. Radio will be used.

TONI Co., Toronto (Toni home permanent) cancels "Singalong" on June 10 instead of previously planned July 8, and resumes on Sept. 14, Tues. and Thurs., 1:45-2 p.m. on 26 Trans-Canada stations. Agency: Spitzer & Mills, Toronto.

CLOROX CHEMICAL Co., Boon Products Division, Oakland, Calif. (household cleaner), started first use of radio Feb. 23 on KNX Hollywood with 13-week contract for participating announcements on combined "Sunrise Salute" and "Housewives Protective League" shows. Agency: Honig-Cooper Co., San Francisco.

W. A. SHEAFFER PEN Co. of Canada Ltd., Toronto, has started NBC "Sheaffer Parade" on CBL Toronto, and CBM Montreal, Sun. 3-3:30 p.m. Agency: R. C. Smith & Son Ltd., Toronto.

MAYBAUM Bros., New York (diamond and pearl jewelry), which recently appointed Moss & Arnold Co., New York, is anticipating use of radio in test campaigns in few small markets, possibly developing to national campaign.

SWEET Co. of California (Cake Box bakery goods) has appointed John Freiburg & Co., Los Angeles, to handle its advertising. Sales contest among retail stores is planned and radio will be used.

PETROL Corp., San Francisco (P.D.Q. gas), March 10 cancels ABC "Abbott & Costello Show" on four California stations—KECA Los Angeles, KGO San Francisco, KMPC Bakersfield, and KITO San Bernardino. Sponsor will resume spot schedule at approximately same time.

GENERAL ELECTRIC SUPPLY Corp. of Detroit sponsored telecast of complete CYO Boxing Tournament over WWJ-TV Detroit. Five-night tournament started Feb. 26. Agency: Simons-Michelson, Detroit.

CRESTA BLANCA WINE Co., San Francisco, has announced its 1948 national television spot campaign, consisting of one-minute animated film spots for 52 weeks on eight video stations throughout country [BROADCASTING, Feb. 9]. Starting date is tentatively set for mid-March. Stations to be used are: WABD New York, WTTG Washington, WMAR-TV Baltimore, WFIL-TV Philadelphia, WBKB Chicago, WWJ-TV Detroit, KSD-TV St. Louis, KTLA Los Angeles. Agency: Biow Co., New York.

ADAM HATS (Canada) Ltd., Toronto, is starting pre-Easter campaign of singing commercials on major Canadian stations. Agency: MacLaren Adv., Toronto.

20th YEAR
Regional Promotion Campaigns
HOWARD J. McCOLLISTER
10660 BELLAGIO, LOS ANGELES • BR 04705

Turntable

STUART LUDLUM, former radio director of McCann-Erickson, New York, and **DANIEL T. O'SHEA**, president of Vanguard Films, have established new transcription firm in Hollywood known as 29:30 Inc. First project is "Joseph Cotten & Company," half-hour dramatic program, seven of which already have been cut. Negotiations are under way for possible release of program through Broadcasters Guild [BROADCASTING, Feb. 16]. Firm also is considering television production.

MAX UHLIG has been appointed sales service manager of Columbia transcriptions, to supervise studio dates and work with clients and sales department on all phases of activity relative to studio and engineering output. Mr. Uhlig joined company in 1945. He formerly supervised operations of CBS sound effects for 13 years.

STAPLETON INDUSTRIES Inc., Cleveland, has signed with **GENE CARROLL**, record m. c. on WJMO and WEWS Cleveland, to handle his Original Animal Records. Mr. Carroll is recording popular songs featuring improvised voices of various animals. Records will be handled by regular record channels through Stapleton Industries, and first pressings are to be available about March 15.

J. EUGENE BALLANTYNE, former western division sales manager of Teleways Productions Inc., has joined Commodore Productions & Artists, Hollywood, as sales manager. Latter firm, which was recently incorporated, is headed by **WALTER WHITE Jr.**, president.

OSCAR TURNER, head of NBC Hollywood recording division, is in New York taking charge of NBC recording section there during illness of **ROBERT FRIEDHEIM**. He plans to remain two weeks.

"THE ETERNAL Light," produced by Jewish Theological Seminary in cooperation with NBC, Sundays, 12.30-1 p.m., is being aired from Hollywood for seven weeks started March 7. Melvin Douglas was narrator on first West Coast broadcast, "The Tree of Galilee." Other film stars are to be heard on succeeding six programs.

Lombardo, King Show List Growing

THE GUY LOMBARDO and Wayne King shows added 10 names to their sponsor list last week, according to Frederic W. Ziv Inc., owner of the transcribed musical packages.

The Lombardo program was picked up for local sponsorship by Purcell Department Store over WLAP Lexington, Ky.; Utah Oil Co., Boise, Idaho; Drexel Furniture Co., Morgantown, N, C., and Sears, Roebuck Co., Dallas.

New Wayne King sponsors are Tatum Chevrolet Co., Opelika, Ala.; KSPI Stillwater, Okla.; KOGT Orange, Tex.; Last Frontier Hotel, Las Vegas, Nev.; Shenandoah Life Insurance, Roanoke, Va., and Den Herder Co. (Lincoln-Mercury), Traverse City, Mich.

Rimes & Hildebrand, Benton Harbor, Mich., has purchased *Favorite Story*, the Ronald Colman series, as has KFRM Concordia, Kan., and Harris Sample Furniture Co., Bay City, Mich. *Sincerely Kenny Baker* was sold to J. A. Byerly Supermarket, Owoso, Mich.

WSBC Chicago, Ill, has received American Legion's citation of recognition for its "most helpful cooperation with the American Legion in promotion of programs for betterment of community, state and nation." At same time, Robert O. Miller, general manager of WSBC, received Legion's Loyalty and Efficiency award for his "distinguished service" in public service programming.

YOU CAN HEAR THE DIFFERENCE
WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time
YOU CAN HEAR THE DIFFERENCE
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

TIME PROBLEMS TOPIC AT CANADIAN MEETING

TIME ZONE PROBLEMS, co-operative programs and development of the Dominion network on a daytime basis were principal topics discussed at round-table conference between Trans-Canada and Dominion network stations and Canadian Broadcasting Corp. officials at Calgary, Feb. 23 and 24.

Attending for CBC were A. D. Dunton, chairman of board, Ottawa; John J. Bowlen, Calgary, governor; E. A. Weir, commercial manager, Toronto; H. J. Boyle, supervisor, Trans-Canada network, Toronto; Geo. Young and R. Keddy, station relations, Toronto; H. G. Walker, Dominion network supervisor, Toronto; J. R. Finlay, regional representative, Winnipeg; K. Caple, regional representative, Vancouver; A. Ellis, N. Olding and Roy Cahoon, engineers western Canada, Vancouver and Winnipeg; D. Cameron, CBX Edmonton.

Attending from private stations on networks were Rolfe Barnes, CJCA Edmonton; Bert Cairns and Pat Freeman, CFAC Calgary; Bill Guild, CJOC Lethbridge; Jim Browne and Reg Beattie, CKOV Kelowna; Eric Aylen, CJAT Trail; Hal Crittenden, CKCK Regina; Gerry Gaetz, CKRC Winnipeg; Bill Speers, CKRM Regina; Sid Boyling, CHAB Moose Jaw; Vern Dallin, CFQC Saskatoon; E. Raylinson, CKBI Prince Albert; Dick Rice, CFRN Edmonton; Gordon Love and E. McGuire, CFCN Edmonton; George Chandler and Dick Diespecker, CJOR Vancouver; M. V. Chesnut, CJVI Victoria; and Jack Pilling, CHWK Chilliwack, B. C.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE

Exact Measurements - at any time

RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.
District 1640

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES--SPECIALISTS 9A & 9B
NOW--48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

LYNNE C. SMEBY
Consulting Radio Engineers
820 13th St. N. W., EX. 8073
Washington 5, D. C.

LLOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

GEORGE P. ADAIR
Radio Engineering Consultant
1833 M STREET, N. W
EXECUTIVE 1230 WASHINGTON 6, D. C.

Radio Towers Erected
Painted and Serviced
Ground Systems and
Transmission Lines
Installed
CLAY PLYMATE COMPANY, INC.
1814 Apco Tower Phone 7-7822
Oklahoma City, Oklahoma

LEE E. BAKER
CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

RADIO TOWERS
Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

Radio towers, AM and FM,
erected, painted and serviced
coast to coast
Towers for sale; immediate
delivery
Write, wire or phone 8503
John Greene
MID-SOUTH TOWER CO.
Southern Pines, N. C.

Electrical Tower Service Corp.
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.

CAB Registration

(*Continued from page 24*)

tional Telegraphs; Athol McQuarrie, BBM; C. W. McQuillin, Cockfield Brown Co..

M

T. F. Malone, Adam J. Young Inc.; Ed. Manning, CKCR; M. Maxwell, Associated Broadcasting; A. J. Messner, CJOB; C. E. Midgley, Jr., CBS; A. M. Miller, CAAA; G. F. Mills, Spitzer & Mills; Mariette Mineau, J. Walter Thompson Co.; James Montagnes, BROADCASTING; Harold Moon, BMI Canada Ltd.; Lloyd Moore, CFRB; A. A. Murphy, CFQC; Miss V. Murphy, Radio Representatives; T. Murray, CFPL; Bernard Musnik, WLW.

N

Mark Napier, J. Walter Thompson Co.; Malcolm Neill, CFNB; W. D. Neil, Canadian Pacific Communications; G. B. Nelson, CFQC; G. Nunns, Dancer-Fitzgerald-Sample (Canada).

O

F. G. O'Brien, Federal Electric Mfg. Co.

P

Ralph Parker, CFPA; Wm. Parsons, NBC; John H. Part, CHUM; C. Pasmore, MacLaren Adv. Co.; K. R. Patrick, RCA Victor; A. Pelletier, CHRC; J. F. Peterson, CHLO; L. E. Phenner, BBM; C. O. Pickrem, Northern Broadcast Sales; Ben A. Pollet, Compton Adv.; Carl A. Pollock, Pollock Enterprises; John Polworth, BBC; H. Poulin, MacLaren Adv. Co.; Margaret Pratt, CKLW; Marcel Provost, "Radiomonde"; G. Purcell, Canadian Press; Rai Purdy, Purdy Productions; H. S. Putnam, Canadian Marconi.

Q

R. D. Quart, RCA Victor; G. Quinney, CFAR.

R

E. A. Rawlinson, CKBI; Bill Rea, CKNW; G. Reid, Masons United Adv. Agency; G. R. A. Rice, CFRN; H. Richardson, Bank of Canada; H. D. Roach, Benton & Bowles; A. S. Robb, Northern Electric Co.; J. E. Rogers, CFRB; Col. & Mrs. Keith Rogers, CFCY; M. Rosenfeld, MacLaren Adv. Co.; S. A. Rutland, Rutland Adv. Agency; Frank Ryan, CFRA.

S

A. B. Sambrook, World Broadcasting System; Doug Scott, CAB; E. L. Scott, Canadian Pacific Communications; W. D. Schofield, Canadian General Electric; R. C. Scrivener, Bell Telephone; Harry Sedgwick, CFRB; Jos. Sedgwick, CAB; James Shaw, CFCF; Brian Shellon, CJKL; Alex Sherwood, Standard Radio; Clifford Sifton, CKRC; T. Slater, Ruthrauff & Ryan; Jack Slatter, Radio Representatives; C. S. Slaybaugh, Morse International; A. W. Smith, Federal Electric Mfg. Co.; E. H. Smith, CFCF; J. K. Smith, CBS; Ralph Snelgrove, CFOS; Ken Soble, CHML; Wm. A. Speers, CKRM; Frank Starr, Ronalds Adv. Agency; H. E. Stephenson, Vickers & Benson; W. D. F. Stoddard, Northern Electric; Wm. Stoeckel, All-Canada Radio Facilities; Horace Stovin, H. N. Stovin & Co.; W. H. Stovin, CJBQ; J. Sullivan, Canadian National Telegraphs.

T

Jacques Thivierge, CKRN; Narcisse Thivierge, Canadian Radio Features; Miss H. Thomas, Street & Finney; R. H. Thomson, Northern Broadcasting; S. T. Tierney, Canadian Bridge Co.; John Tregale, All-Canada Radio Facilities; Leon Trepanier, CHLN; G. T. Trowhill, Canadian National Telegraphs; W. Tuttle, Ruthrauff & Ryan.

U

Allan Unger, All-Canada Radio Facilities.

V

M. P. Vachon, CKCV; H. R. Varc Northern Electric Co.

W

H. S. Walker, RCA Victor; D. Ward, Reeves Sound Craft; W. G. Wa Canadian General Electric; Allan Wi ters, Masons United Adv.; J. A. Wee Weed & Co.; Neal Weed, Weed & Co.; E. A. Weir, CBC; Pierre Weis, Lang-Worth; M. J. Werry, CKOX; J. White, Canadian National Telegraphs; R. A. Wilbar, Ajax Engineering; E. Woolley, NBC; C. W. Wright.

Y

Adam Young, Adam J. Young Inc.; Geo. Young, CBC; Mr. and Mrs. J. Yuill, CHAT.

Z

Mr. and Mrs. Fred W. Ziv, Ziv Productions.

BBDO Adds Seven As Vice Presidents

Mr. Crider

Mr. Foreman

SEVEN new vice presidents were elected by the BBDO board of directors at its annual meeting in New York a fortnight ago. Five of the newly-elected vice presidents, in New York, are Fred Barrett, head of media department; Wickliffe W. Crider, assistant director of radio and in charge of television; Robert L. Foreman, supervisor of radio commercials; Edward A. Hosp, account executive, and Henry C. Klein, account executive.

Philip F. Kobbe, creative head of BBDO's Minneapolis office, and John G. Motheral, account executive in the San Francisco office, were also named vice presidents in those branches.

'Happy Gang' to Become MBS Coop Show Mar. 15

"THE HAPPY GANG," sponsored by Colgate-Palmolive-Peet over CBC since 1939, is slated to become an MBS co-operative starting March 15, the network announced last week.

The program, which originates in Toronto and stars Bert Pearl with music, comedy and variety, will be heard on Mutual daily, 1:15-1:45 p.m. "Keen interest" already has been shown in *The Happy Gang* by local American sponsors, according to Bert Hauser, director of co-operative programs for MBS.

KVCV Shift

KVCV Redding (Calif.), Mutual Don Lee affiliate, begins operations on 600 kc with 1 kw about April 16. Station is now on 1230 kc with 250 w.

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

General manager wanted by businessman entering broadcasting field southern California. Good opportunity for profit sharing plus salary to right man. Full details required. Box 709, BROADCASTING.

General manager for a new FM station in the metropolitan area in a territory with excellent potentialities. Applicant must be able to demonstrate that he has been a successful manager and that he has those qualities which are essential to the successful operation of a business in its infancy. Please give three references. Address Box 887, BROADCASTING.

Salesmen

New England 5000 Watt Mutual Wants Salesman

Good salary and working conditions. Send references and picture to

Box 849, BROADCASTING

Experienced salesman for 1000 watt southern Connecticut independent. Unusual opportunity for a man capable of producing in a market of 500,000 people. Box 847, BROADCASTING.

Salesman wanted immediately. Must have car. Single man preferred because of acute housing. Write Don C. Wirth, WNAM, Neenah, Wisconsin.

Wanted—Productive salesman or commercial manager for young Texas daytime independent. Good proposition, good opportunity, for man who qualifies. Box 873, BROADCASTING.

Salesman—Opportunity for a real future. Applications from successful salesmen in small markets especially welcome. Apply Bill Grumbles, WHBQ, Memphis, Tennessee.

Salesman—A go-getter needed by southern 250 watt network affiliate. Competition tough. Adequate remuneration for man who produces. Box 854, BROADCASTING.

WANT A JOB?

A progressive independent radio station is looking for an ambitious sales manager to reap the business available in one of the east's major markets. Basic market exceeds 400,000 population with over 200 million dollars in retail sales. Only competition from three network stations. Right man can make, in first year, a five figure salary. Loafers don't answer. Livewires write to

BOX 758, BROADCASTING

Announcers

Announcer who knows traffic to direct programs. Engineer who can read spots. South Georgia Mutual local. Better than average jobs. Details to Box 572, BROADCASTING.

New NBC affiliate wants versatile combination announcer-engineer. Ability determines salary. Send qualifications and platter to Box 786, BROADCASTING.

We need a man who knows a news story from a soap opera and vice versa. He must be a general all-round announcer, but he must be especially good with news and special events. The weather's the best; the station operation metropolitan. Send letter, disc and picture to Box 816, BROADCASTING.

Johnny Bradshaw, announcer in south Georgia before war, send your address to Box 844, BROADCASTING.

Help Wanted (Con't)

Announcer-disc jockey, experienced ad-lib and well versed in participation shows. Disc and photo must precede interviews. WMMW, Meriden, Connecticut.

Announcer—New FM station has opening for experienced announcer. Prefer man from this general area. Send full information, photo and disc. WEEX, Easton, Penna.

Central California stations will have openings for top grade announcers with first phone licenses. Good advancement possibilities for men of ability, network affiliate. Good working conditions, minimum weekly salary $72.50. Send full details, experience, and background together with voice record and photo. Box 862, BROADCASTING.

Wanted—Staff announcer. Send transcription and biographical material. WDRC, Hartford 4.

Complete staff — Operator announcers, newsmen, first phone engineers, sports man wanted by new upper midwest station. Air mail qualifications, references, audition record. Box 888, BROADCASTING.

Wanted—Good announcer for news and record programs. Established network station in south. Rush disc, photo and letter with references. Box 889, BROADCASTING.

$250 monthly to each of two best announcer-engineers applying. 250 watt, 800 kc daytime independent. Manager, K-Triple-D, Dumas, Texas.

Technical

Wanted—Chief engineer for regional one kw directional network station all new equipment. Established station in south. Permanent job for right man. Experience necessary. Give full information first letter. Box 805, BROADCASTING.

Engineer-announcer wanted by 250 watt Alabama station, network affiliate. Box 842, BROADCASTING.

Combination engineer and annoucer, southerner preferred. Send disc, photo, reference and background. WKRM, Columbia, Tennessee.

Chief engineer—Thoroughly experienced IRE man to set up directional antennae and install and operate used WE 5 kw water-cooled transmitter and equip for AC operation throughout. Salary $80 for 44 hour week at progressive NW network station with opportunity for advancement if you have the knowledge and ability. Permanent position. No alcoholics. Box 853, BROADCASTING.

Wanted—Combination engineer-announcer. Apartment available, ideal working conditions. $225.00 per month, 40 hour week. Wire, write Box 852, BROADCASTING.

Chief engineer wanted—Must be thoroughly experienced, energetic, responsible ,sober, neat and around thirty. Middlewest model 250 watt station. Has good crew and plenty of equipment. But we need a worker to get the technical kinks ironed out. Are you the man? Then write, stating past history and wages expected. Box 851, BROADCASTING.

Wanted—Engineer with first class ticket for AM-FM operation. Single person preferred. WJTN, Jamestown, N. Y.

Help Wanted (Con't)

Production-Programming

Program director for a regional FM group in northeastern United States with strong agricultural interests. Must have experience in rural programming. An agricultural background with college training will be an asset. Excellent future opportunity for competent man who is interested in joining an organization with a progressive attitude toward the latest developments in radio broadcasting. Send complete information. Box 726, BROADCASTING.

Situations Wanted

Managerial

Now general manager, part owner, smaller independent. Previously general manager network outlet, large market. Prefer management network station. Newspaper background. Could invest. Box 482, BROADCASTING.

40% discount. Money isn't everything! Radio executive with 16 years thorough sales, program, business management and time buying experience in top New York agencies, station and network seeking management connection with radio station out of New York. Will consider 40% reduction in present salary for start in right spot. Box 693, BROADCASTING.

Successful 250 watt manager desires change. Strong on sales. Good local programming. Civic-minded. Will put station in black. Age 28. Radio 12 years. Announces all types shows and sports. Box 804, BROADCASTING.

Available—Station manager. $10,000 minimum. Worth it. Box 878, BROADCASTING.

Manager—Now operating 250 watt network affiliate desires change to larger market. Thoroughly experienced sales, promotion, public relations. New or established stations. Family man in middle thirties. Best references. Box 868, BROADCASTING.

Commercial manager with very successful record and thorough experience all phases radio broadcasting and advertising agencies. Most productive sales record in country's toughest metropolitan market. A real producer. Good business and character references. Box 864, BROADCASTING.

Commercial manager—National, regional and retail. Intelligent, resultful representation guaranteed. Box 879, BROADCASTING.

Announcers

Experienced sports announcer; play-by-play, also specializing in baseball wire reports. Full knowledge of baseball and other sports. Also, excellent disc man and all-round announcer. Available this season only because station failed to obtain desired baseball rights. This ad placed by station manager who will recommend this man highly.

BOX 719, BROADCASTING

Announcer, 8 years experience. Let disc and letter talk. Desires position in east. $55.00 base minimum. Box 829, BROADCASTING.

Staff announcer—Good voice personality, all phases. Available immediately. Box 833, BROADCASTING.

Good announcer. Young experienced staff announcer top man on air. Sober, steady, now employed but desires change. Box 836, BROADCASTING.

Veteran student eager to audition. Western announcing preferred. Box 838, BROADCASTING.

Experienced announcer, copywriter desires position in the midwest. Young married veteran, college graduate. Disc, photo and references on request. Box 839, BROADCASTING.

Need early morning or all night man? Proven record. Tops in hillbilly DJ shows. Presently most successful station manager of small station. Box 803, BROADCASTING.

Announcer—Single, experience on independent and network affiliate stations, desires position, east, middlewest or New England. Disc, photo on request. Available immediately. Write or wire Stan Kotel, 416 Fort Washington Ave., New York, New York.

Situations Wanted (Cont'd)

SPORTS RECIPE: Ingredients—play-by-play experience, excellent sports knowledge, pleasing voice, additional experience disc, news, commercials. Procedure: Mix above with your requirements—result, SATISFACTION.

BOX 850, BROADCASTING

Sensational young sportscaster. Terrific play-by-play man on football and basketball, but baseball is specialty. Assure your station of topnotch man for the coming baseball season. Box 835, BROADCASTING.

Talent for sale—Hillbilly announcer-singer wants living wage. Two years 50 kw, personality show—very popular. Want to start new show (or take over old one) on some other 50 kw station—anywhere. Best recommendations. 2[illegible] years old, married, 2 children. Available in 2 weeks. Write Box 843, BROADCASTING.

Experienced announcer, console operation, excellent newscaster and time salesman. Present employment proven announcing and sales record. Prefer eastern states. Married, available March. Box 848, BROADCASTING.

Announcer, 17 months experience. Know programming, copywriting. Vet, 25, family man. Desire permanent location. Available immediately. Will travel. Disc, information on request. Dale Chronicle, 3139 N.E. 57th, Portland 13, Oregon.

Announcer—Experienced. Available immediately. Go anywhere. Details on request. Dick Roche, 1610 N. Normandie, Hollywood 27, Calif.

Announcer—Two years experience in platter shows, musical directorship and news reading. Disc and references including present employers—personal interviews considered. Preferably station with disc shows in Virginia and points north along east coast. Contact Ray Sinclair, WJNC, Jacksonville, North Carolina.

Looking for a good play-by-play man? Sportscaster, presently employed, will make change only if your plans include baseball, football and basketball. Experienced all three. Also, all-round announcing, including board. Box 834, BROADCASTING.

Announcer, inexperienced but willing to work hard, ambitious, single. Graduate of the School of Radio Technique in Chicago. Interested in disc shows for small station in south or southeast. Disc, photo on request. Don Billups, Wheelersburg, Ohio.

Announcer, single, graduate Radio City. Wishes experience and further on-the-job training on controls and turntables. Write particulars to Box 872, BROADCASTING.

Experienced announcer has reached top promotion and salary-wise with present organization. Qualified for any program or production position. Presently employed with excellent references. Box 871, BROADCASTING.

Stop—write—listen. Am not a floater but I do sell soap. Announcer experienced affiliated and independent AM-FM. Disc immediately upon request. Box 860, BROADCASTING.

Announcer-vet, 22, versatile. Well-trained all phases. Disc, pic upon request. Box 861, BROADCASTING.

Announcer—Single, vet, 23. Pleasant voice, trained most phases of radio in leading radio college. No preference as to location. Don Devitt, 4552 Ellis Ave. Chicago 15, Illinois. Kenwood 3256.

Combination man. Chief announcer-program director. 1st phone, play-by-play baseball, special events. Thoroughly experienced, aggressive, efficient, sincere. Box 859, BROADCASTING.

Professionally trained announcer desires position with station. Experienced as announcer, news editor, producer and continuity writer. Will travel anywhere. $55.00 minimum. Contact Pet Gow, 2421 N. W. Pettygrove, Portland, Oregon.

Announcer, veteran, graduate leading radio school. Handle news, commercials. Disc, photo on request. Box 885, BROADCASTING.

Employed—Seeking advancement! Formerly WKY, WJJD, WGY, prefers New England. Box 882, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Single, vet. Well-trained all phases. Versatile. Prefer south or southwest. Permanent. Louis Schneidman, 2951 N. Washtenaw Ave., Chicago, Ill.

I've been called man, mouse and louse. Will you add "announcer" to the list? Box 893, BROADCASTING.

Technical

Engineer—Control room or transmitter work desired. Young, single, RCA graduate, first phone. Inexperience overcome by ability and versatility. Available now. Willing to work anywhere. Box 793, BROADCASTING.

Chief engineer; nine years experience local stations, 5 kw directional antennas. Desires job with future at attractive salary. Married, age 31. Box 821, BROADCASTING.

Recent first phone, single veteran, welcome opportunity to get started in midwest, preferably Iowa. Also, schooled in announcing. Available immediately. Box 824 BROADCASTING.

Operator, 1st phone, RCA trained. Army control room and transmitter experience. Vet, married. Prefer New England. Box 832, BROADCASTING.

Engineer first class license. Experienced in maintenance, repair and operation of the following broadcast equipment; recording, remote, control room and transmitter. Presently employed in 1000 watt station. Excellent references. No bad habits. Desire permanent position. Box 837, BROADCASTING.

Engineer—First phone, recent RCA graduate seeks position progressive FM-TV station. Veteran, single, 24. Travel 500 miles New York City. Box 845, BROADCASTING.

Chief engineer, available March 15, 8 years experience, 3½ years technical supervisory positions. Excellent references. Request interview. Desire permanent position with future. Box 846, BROADCASTING.

Engineer. Recent RCA grad, 1st phone. Northeast preferable, but will travel. G. Marano, 703 Grand Ave., North Bergen, N. J.

Present chief engineer WAZF. Resigning March 6th. Satisfactory explanation of reasons. For references contact H. T. Barrier, Owner, WAZF, Yazoo City, Miss. In radio since 1937, will consider and answer all offers. After March 6th address Route 1, Williston, Tennessee. John H. Blackwell.

Qualified engineer—33, married, child, vet. 10 years experience construction, installation, operation, maintenance, directional. Desires permanent position as technical director during installation and continue as chief thereafter. Prefer midwest area. Any power AM-FM. Minimum $85.00. Box 857, BROADCASTING.

Engineer—Thorough experience all phases: construction, combination. Graduate two year engineering course RCA. Single. R. C. Barritt, Box 321, Pittston, Penna.

Have 1st phone license, ten years experience, five as chief and station manager. Can furnish the best of references. Box 858, BROADCASTING.

Engineer—24, married veteran. First phone, one year experience—Transmitter, remote, control room operation kilowatt station. Prefer control room operation. Box 865, BROADCASTING.

Chief engineer, 10 years experience all phases of radio. Construction, transmitter, control experience. Presently employed as chief engineer but wish employment with progressive station with future. Will do installations of CP. Box 869, BROADCASTING.

Attention Florida A @lb"$*! good 3 man package with talent, experience, know-how. First class engineer-operator, 5 years experience including recordings, remotes, one year as staff announcer. Announcer-disc jockey, 2 years college and 3 years experience in special events, interviews and audience participation programs. Now employed chief announcer. Exceptional newsman. College education and combined 3 years experience as news editor and music director making this combination hard to beat. If you are interested in 3 young, ambitious and genial radio men who have worked together as a team and are anxious to locate themselves with a progressive station, this package can be yours for only $850 a month plus talent. Don't wait! Don't delay! Write Box 875, BROADCASTING today!

Situations Wanted (Cont'd)

Engineer wants permanent engineers position in north central or northwest U. S. Married. Presently employed as a combination man. Information furnished on request. Box 866, BROADCASTING.

Television production. Experienced writing, directing. Now employed radio—college New York, NBC. Prefer midwest. Ambitious. Box 867, BROADCASTING.

Engineer—Young, single, ambitious recent graduate of RCA Institutes. Have 1st class radio telephone license, also drivers license. Available immediately. Box 876, BROADCASTING.

Engineer. First phone, vet, married, 29. Prefer midwest. Harold Allen, 1625 John Ave., Superior, Wisconsin.

Chief engineer available immediately, FM-TV experience, college graduate, 30, married. Write Box 891, BROADCASTING.

Engineer—1st phone license. 6 years experience, 3½ years 5 kw station, 13 years ham. Prefer east. Box 890, BROADCASTING.

Production-Programming, others

Experienced writer-announcer. Will travel. Box 840, BROADCASTING.

Mr. & Mrs. Talent—Experienced radio people with creative showmanship ability. Capable of handling full schedule of shows plus inaugurating new presentations. Network affiliate experience. Sports and ad-lib shows a specialty. Disc and details upon request. Box 841, BROADCASTING.

Top quality program director-production manager. Reliable family man, 31, seeks either position or combination in progressive station. Eight years experience. Thoroughly grounded in continuity, production, traffic, music. Presently employed national sales manager. Go anywhere. Answer all letters. Box 863, BROADCASTING.

Personable young eastern college grad, single, free to travel. Experience scripting, production, copy, direction, announcing, programming, publicity-promotion, console work. Keen understanding classical, popular music. Two years with self-sustaining college station, one with locals. Anything to offer? Reply stating position and salary. Box 886 BROADCASTING.

Program director - announcer - actor. 8 years solid experience NY City. Looking for permanent connection progressive station. Married, stable, will travel. Box 884, BROADCASTING.

Former CBS, WIP, WOL, MBS, producer-director seeking location on west coast for family health. Excellent record—worth looking into if you've a worthwhile job. Box 883, BROADCASTING.

Program director and chief engineer of regional AM station and metropolitan FM desire to make change as a team. Good work done expensive. Box 892, BROADCASTING.

Schools

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writings. Write or wire Hal Styles. Hal Style's School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

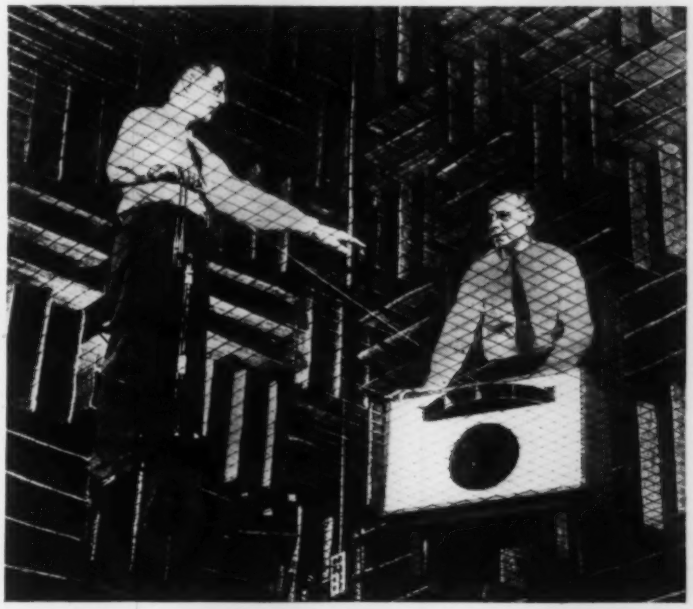
The Pathfinder School of Radio Broadcasting offers studio-trained announcers and continuity writers. Our graduates are expertly trained. Disc, photos and continuity on request. 1329 Oak St., Kansas City, Mo.

Station manager's attention—The Don Martin School of Radio Arts now has available 25 highly trained, first class combination men. Write or wire for transcribed audition. 1655 N. Cherokee Street, Hollywood 28, California.

Employment Services

Asst-manager-program director, commercial manager, "personality" announcers, construction/chief engineers (non-alcoholic), copywriters, announcer-technicians. RRR, Box 413, Philadelphia.

Out of the deepest silence...



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THE 757A LOUDSPEAKER

At Bell Telephone Laboratories, in one of the most completely noise-deadened rooms in the world, the microphone hears—and passes on to delicate frequency-response recorders—no sound except the voice of the Western Electric *757A Loudspeaker*. The frequency charts confirm the evidence of all other tests—that the dual unit 757A attains the finest in sound reproduction!

The 757A combines in one loudspeaker *all* the features you want—highest quality, high efficiency, broad frequency response and high power handling capacity.

You need no "dead room" to test for yourself the performance of this amazing instrument. Simply hear your own programs over the 757A! You'll *know*, then, that you're hearing them at their truest and best. Hearing them as you *want* them heard wherever they are reproduced in your studio and transmitter building.

For *early delivery* you should get your order in *now*. Call your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

Western Electric

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Washington 10, D. C.

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FOR SALE
TWO CALIFORNIA STATIONS
AM and FM — $45,000

These two stations give complete concentrated coverage in one of the west's most beautiful and scenic spots. Serving a smaller market with retail sales in excess of $15,000,000. Here is an opportunity to work and live in unsurpassed climate near mountain streams and the sea.

Newly equipped building and studios represent cash investment considerably in excess of purchase price of $45,000 which is set for quick action. Contact our nearest office.

BLACKBURN-HAMILTON CO.
Radio Station Brokers
WASHINGTON, D. C.
1011 New Hamsphire Ave., National 7405
DALLAS
Mercantile Bank Bldg. — Central 1177
SAN FRANCISCO
235 Montgomery St.,—Exbrook 2-5672

For sale—1000 watt daytime station in good market. Other business interests necessitates selling. Address Box 755, BROADCASTING.

For sale—One General Radio frequency monitor model 475-C calibrated for 1450 kc and one General Radio frequency monitor calibrated for 1490 kc. No reasonable offer refused. Contact Bob McRaney, Midsouth Network, Columbus Mississippi.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—One GE model 51 wire recorder. Complete with microphone and four new reels of wire. $300 F.O.B. KCMO Broadcasting Co., 1515 Commerce Bldg., Kansas City 6, Mo.

A 123-C Western Electric consollette $550, good condition. One used Presto 6-D recorder, $175. One Altec speaker, $250. Write U. S. Recording Co., 1121 Vermont, N.W., Washington, D. C.

For sale—Absolutely new Wincharger type 300, 360′ tower, including A-4 lighting, 1 extra set metal earth anchors, 1 top guy set and mounting plates for GE 6 bay FM antenna. Also new General Electric type BY-6-A, 6 bay FM antenna complete for installation atop Wincharger type 300 tower. Tower, FM antenna both stored and ready for immediate delivery at cost price of $11,413.50. Write, wire or call collect, Chief Engineer, WORD, Spartanburg, S. C.

Muzak franchise in fast growing industrial city of 235,000. Sound investment at $25,000, half cash. Joseph C. McClure, 102 E. 14th, Jacksonville, Florida.

FOR SALE—QUICK
Save $5000.00!
FM-AM TOWER—391 Ft.

This is a Blaw-Knox CF-54, insulated and self-supporting. Brand new. Will hold 8-bay FM antenna. If you buy this it will save you $3000 due to price increases since we acquired it.

1 KW FM Transmitter

This is a name brand transmitter. Never uncrated. Brand new. Two sets tubes. Can ship both these items on one-day notice. Will give you freight estimate and over-all price for both when we call you.

Wire
Box 877, Broadcasting
giving phone number and it will be relayed by wire. We will then telephone you.

1000 watt Western Electric broadcast transmitter, type D96020. Excellent condition. $2,000. Available about 90 days. KDSH, Boise, Idaho.

TV ANTENNA

Receiving Problem Still Unsolved, Says Alford

THERE is no simple, single answer to the video receiving antenna problem, no type of antenna that will work equally well for an apartment dweller or home owner, for a city resident with television station transmitters on all sides or a suburbanite receiving all his programs from the same direction. These views were expressed by Dr. Andrew Alford, consultant on antenna problems, before New York Section of the Institute of Radio Engineers Feb. 28 during a one-day symposium on television receiving matters.

Covering all types of receiving antennas from the simple dipole ("If it's right for the lower frequencies it will be wrong for the higher, and vice versa") through the flat cone ("much better, but too large and heavy for the average home and you lose gain where you most need it"), Dr. Alford suggested that where all signals come from a single direction the best solution might be what he called a "high-low band" antenna.

This consists of a pair of angle bars mounted in parallel and so designed that one will be utilized to receive the higher frequency signals, the other the lower ones. The longer bar in this setup, he said, will act as a reflector for the high-frequency signals as well as receive the lower band transmissions. He admitted that this antenna lacks any multi-directional characteristics. He added, however, that it is more desirable to have a receiving antenna that will pull in what is wanted and reject what is not than one that will receive signals from all compass points, as this latter is apt to pick up "ghosts" as well as the desired signals. A motor-driven rotating device might be added for changing antenna direction, he said, although this is not as desirable as a fixed antenna.

Apartment TV

Following a discussion of apartment house television systems by Dr. Heinz Kallman, technical consultant, R. D. Duncan of RCA stressed the importance of such systems. He reported that in the 15 leading U. S. television cities 27% of the total families live in buildings with five or more apartments. In New York City, he said, 50% of the families live in such buildings, with 26% of all New York families living in buildings with 20 or more apartments.

Donald G. Fink, editor-in-chief of *Electronics*, reported on the work of the IRE committee appointed to set up standards for testing video receivers, stating that the committee's conclusions will be published shortly in a 90-page volume. The standards are temporary, he said, good for use during 1948, of less value next year and entirely useless by 1950 if the video science progresses as anticipated.

Arthur Loughren, Hazeltine Electronics Corp., was chairman of the morning session and Murray Crosby, Paul Godley Co., the afternoon session. Other speakers and their topics were E. L. Clark, RCA, "Automatic Frequency Control of Television Sweep Circuits"; Paul F. G. Holst, Ar Mfg. Co., "Intermediate Frequencies for Television Receivers"; S. W. Seeley, RCA, "I-F Amplifiers for Inter-carrier Systems Sound Reception"; Alarico Vadettaro, Sarkes Tarzian, "Television Tuners"; R. D. Kell and L. Fredendall, RCA, "Standardization of Transient Response Television Transmitters and Receivers."

For Sale (Cont'd)

1 RCA type, 303-A frequency limit monitor, includes one type 135 crystal holder with 6325 kc crystal and one type 135 crystal holder with 6312.5 kc crystal. Temp 35° C—$175.00

1 RCA UHF ground plane vertical antenna, adjusted for 25,275 kc—$20.00.

1 Presto, 85-E, 10 watts recording amplifier—$250.00.

1 Presto, 40-A, pre-amplifier—$75.

1 General Electric JFM-90 FM tuner modified for 88-108MC—$25.00.

1 RCA, MI-4852 vertical reproducer kit, complete—$100.00.

Box 880
BROADCASTING

For sale—New York FM CP only station in city of seventy thousand below cost of disbursements incurred. Box 856, BROADCASTING.

188 ft. Lingo guyed tower complete with guys, plates, insulators, standard lighting and lighting choke. One General Radio frequency monitor crystal for monitoring 1340 kc. Two RCA TMV-129-B crystals and heaters ground 1310 and 1340, respectively, WSAV Savannah, Georgia.

Wanted to Buy

AM field intensity meter and RF bridge. Box 698, BROADCASTING.

Small station or CP in southern California. Box 708, BROADCASTING.

Experienced radio man can pay $10,000 down on small market station west or mountain. Would buy in with right party. No promoters reply. Box 874, BROADCASTING.

Miscellaneous

Disc Jockeys! Fresh comedy patter! Guaranteed laugh provokers. Introductory collection, $10. Kleinman, 1735 N. Bronson, Hollywood 28, Calif.

Network-quality programs, five a week for as little as $20 a month. Writers-Program-Service, Suite 1411, 120 S. La-Salle Street, Chicago.

Notice to television stations and networks: Television Associates are a newly formed group of young college men specifically selected to fulfill your immediate television staff needs. Television Associates average 10 years apiece of exceptional education, training and experience with a leading television company. Television Associates average 28 years in age and possess the additional asset of having worked together developing the practical knowledge and technical skill you need in your key television positions. Television Associates are a valuable group to you, offering for hire, youth, ambition and individual qualifications in television direction, engineering, management, production, programming, promotion, publicity, sales, scripwriting and staging. Reply care of Box 881, BROADCASTING.

CUBA'S RADIO CITY

Three-Million Dollar Structure to Hold Opening; U. S. Delegation to Attend

THE OPENING of Cuba's $3,000,000 radio city will be observed by about 25 top advertising, motion picture and radio executives who are scheduled to fly to Havana March 10, according to Goar Mestre. Mr. Mestre heads the Cuban advertising agency, Publicidad Mestre, is vice president of the Inter-American Assn. of Broadcasters, and president of CMQ, Cuba's radio network.

The building, described as utilizing the most up-to-date radio equipment in the world, contains a motion picture theatre leased to Warner Brothers, 22 CMQ studios, two restaurants, 14 retail stores, a bank, an automobile showroom, a penthouse night club and seven floors of office space.

The U. S. contingent is slated to leave at 5 p.m. Wednesday, March 10, to return after luncheon Sunday, March 14. Other personages are to fly from Mexico, Argentina, Uruguay, Colombia, Venezuela, Puerto Rico and Brazil.

The dedication will open with addresses by Ramon Grau San Martin, president of Cuba, and Mr. Mestre, followed by special broadcasts, dinners and receptions at the Vedado Tennis Club and Hotel Nacional. Cuban political and diplomatic figures also have been invited.

Mr. Mestre said that CMQ, whose new home was started three and a half years ago, has a seven-station hookup. Actual programming will originate in the studios in Havana. He added that the network has cut radio commercials by 80%, and presents only live shows with the exception of one hour of recorded music each day.

CMQ network facilities are adequate to handle 57 live program originations each day for simultaneous broadcast over seven transmitters linked by wire. The key station, CMQ, uses 25 kw. There are 10 kw transmitters in Santa Clara, Camaguey and Holguin; 1 kw transmitters at Pinar del Rio and Santiago de Cuba plus a 1-kw shortwave transmitter.

New studios were designed after inspection of the most modern plants in the Western Hemisphere by Mr. Mestre, a Yale graduate and an attorney, who has made frequent trips to the United States and spent considerable time in Atlantic City last year in connection with the International Telecommunications Conferences.

The audio equipment is RCA custom built at a cost of $175,000. Planning of the project began nearly four years ago and is heralded as an important landmark in the progress of broadcasting in Cuba—a country of 5 million people and only 500,000 radio homes.

Mr. MESTRE

Partial list of dignitaries going to Cuba includes: John Royal, vice president in charge of television, NBC; William F. Brooks, vice president in charge of news and international relations; William A. Clarke, administrative assistant, NBC; Fred A. Bate, assistant to Mr. Brooks; Cal Abraham, station liaison and public relations director, NBC; Robert F. Kandall, vice president Gotham Adv. Co. and president of Assn. of Export Adv. Agencies; Robert H. Otto, Robert Otto & Assoc.; Paul R. Kruming, president, National Export Adv. Service; Mr. Shirley Woodell, J. Walter Thompson Co.; Irwin J. Vladmir, Irwin Vladmir Co. Inc.; Henry R. Webel, manager foreign division, C. M. Basford Co. and editor, "Export Advertising News"; A. M. Martinez, vice president, Melchor Guzman Co.; Melchor Guzman, president; Robert D. Sullivan, Young & Rubicam; Walter R. Bickford, publisher, "Export Trade & Shipper"; George Rosen, radio editor, "Variety"; Sol Taishoff, editor and publisher, BROADCASTING; Mrs. Pearl Carrington, "typical U. S. radio listener."

DEWEY UTILIZES DISCS FOR CAMPAIGN TALKS

GOVERNOR Thomas E. Dewey of New York, Presidential hopeful, has been using a novel system of "pinpoint" radio electioneering in his campaign for the Republican nomination, it was disclosed last week.

To reach the electorate in states in which he is entered in the primaries, Governor Dewey has transcribed a series of six messages, averaging five minutes in length, containing excerpts from his speeches to illustrate his stand on national and foreign issues. The records are broadcast over stations in the area in question during time bought by the local Dewey-for-President Committee.

New Hampshire and Wisconsin are the states thus covered so far, according to the Governor's executive assistant, James C. Hagerty. Stations in those states have been carrying the Dewey messages as a prelude to the New Hampshire primary tomorrow (March 9) and the Wisconsin primary April 6. Other states on Governor Dewey's radio agenda are Oregon and Nebraska. The records were cut in Albany and New York.

N. J. Assn. to Meet

SPRING meeting of the New Jersey Broadcasters Assn. will be held March 12 and 13 at the Berkeley-Carteret Hotel, Asbury Park, it was announced last week by James L. Howe, WCTC New Brunswick general manager and NJBA president. The principal speaker will be Miss Lee Hart, retail coordinator of the NAB's Dept. of Broadcast Advertising. She is scheduled to talk on "Radio for Retailing."

Tracy Telecast Is Placed On WNBW Washington

SERIES of 15-minute telecasts featuring Arthur Tracy, "The Street Singer," was launched last Friday night on WNBW, NBC's Washington television outlet, under joint sponsorship of Philco Corp. and Georges Radio and Television Co., which operates nine stores in the capital. Program is heard 8:45-9 p.m. (EST).

The contract is for 26 weeks, and contract arrangements were handled by the Robert J. Enders Agency, Washington.

Mr. Tracy returned recently from an 11-week concert tour of England, during which he made a command performance before the king and queen.

420-ft. Tower for WAIT Near Airport Authorized

ZONING BOARD of appeals of Du Page County (Illinois) Thursday granted an appeal by WAIT Chicago for permission to erect a 420-ft. tower north of Elmhurst, Ill. Station lost its original tower during the New Year's storm which played havoc with facilities of several Chicago outlets [BROADCASTING, Jan. 5].

With delivery of a new tower expected shortly, Edward Jacker, chief engineer at WAIT, said the station originally was refused a permit by a zoning enforcement officer. Refusal was based on the tower placement's proximity to the Elmhurst airport in violation of zoning restrictions. Instead, Mr. Jacker said, the officer directed him to the appeals board which ruled an exception to regulations.

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5000 WATTS 1330 K.C.
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Thank You

for the many letters expressing satisfaction with the 1948 YEARBOOK. We take this means of acknowledging them all and, in turn, express our own gratitude for your help in compiling the largest Yearbook in our 17 years of publication history.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

FCC Actions

(Continued from page 62)

Decisions Cont.:

FM Pontiac, Mich., to 5-25-48; KAKC-FM Tulsa, Okla., to 9-14-48; WHBF-FM Rock Island, Ill., to 9-17-48; WBCM-FM Bay City, Mich., to 9-17-48; WMFM North Adams, Mass., to 5-13-48; WLOS-FM Asheville, N. C., to 8-18-48; WSRK Shelbyville, Ind., to 3-18-48; WWPR-FM Miami, to 4-16-48; WBET-FM Brockton, Mass., to 5-15-48; WNLC-FM New London, Conn., to 8-18-48.

March 2 Applications . . .

ACCEPTED FOR FILING

Assignment of CP

KNGS Hanford, Calif.—Voluntary assignment of CP from Stanley S. Beaubaire and W. Keith Topping d/b as Hanford Pub. Co. to Stanley S. Beaubaire and Samuel H. Beaubaire d/b as Hanford Pub. Co.

Modification of CP

KMPC Los Angeles—Mod. CP increase power and change in DA-N for extension of completion date.

WTSP St. Petersburg, Fla.—Mod. CP increase power DA-N for extension of completion date.

AM—690 kc

WTOC Savannah, Ga.—CP change frequency from 1290 to 690 kc, change hours from unl. to D and increase 5 kw to 10 kw. AMENDED to change hours from D to unl., install DA-N.

AM—1460 kc

Chanute Bcstg. Co., Chanute, Kan.—CP new standard station 940 kc 250 w-D. AMENDED to change frequency to 1460 kc.

AM—900 kc

Northwestern Theological Seminary and Bible Training School, Minneapolis—CP new standard station 900 kc 1 kw-D. AMENDED re officers and directors.

Assignment of CP

KBGS St. Louis—Voluntary assignment of CP from Edwin Wiley Grove III, James Henry Grove and William Blum Jr. partnership d/b as Radio St. Louis to Radio St. Louis Inc.

Modification of CP

WXKW Albany, N. Y.—Mod. CP new standard station for extension of completion date.

WINS New York—Mod. CP change assignment for extension of completion date.

Modification of CP

KTML Los Angeles—Mod. CP new FM station for extension of completion date.

KFXM-FM San Bernardino, Calif.—Same.

FM—93.9 mc

California Bcstg. Co., Santa Monica, Calif.—CP new FM station (Class A) on frequency to be assigned by FCC, ERP 1 kw. AMENDED to change frequency to Channel 230, 93.9 mc, and change Class station from A to B.

Modification of CP

WBIB New Haven, Conn.—Mod. CP new FM station for extension of completion date.

WOL-FM Washington, D. C.—Same.

WDEL-FM Wilmington, Del.—Mod. CP new FM station to change ant. height above average terrain from 555 ft. to 358 ft., ERP from 15.3 kw to 39.1 kw.

WJNO-FM West Palm Beach, Fla.—Mod. CP new FM station for extension of completion date.

WTAX-FM Springfield, Ill.—Same.

KWBB-FM Wichita, Kan.—Mod. CP new FM station for extension of completion date.

License for CP

WCJT Louisville, Ky.—License to cover CP as mod. which authorized new FM station.

Modification of CP

WBRL Baton Rouge, La.—Mod. CP new FM station to change ERP from 51 kw to 15.3 kw and change commencement and completion dates.

WFRS Grand Rapids, Mich.—Mod. CP new FM station for extension of completion date.

WMCP Baltimore—Same.

WHDH-FM Boston—Mod. CP new FM station to change ant. height above average terrain to 543 ft.

WGTR Boston—Mod. CP new FM station for extension of completion date.

WBZ-FM Boston—Same.

WEIM-FM Fitchburg, Mass.—Same.

WLAW-FM Lawrence, Mass.—Mod. CP new FM station to make changes in ant. system and change commencement and completion dates.

KSD-FM St. Louis—Mod. CP new FM station for extension of completion date.

KFAB-FM Lincoln, Nebr.—Mod. CP new FM station to change ERP to 11.8 kw, ant. height above average terrain to 258 ft., and change commencement and completion dates.

KOAD Omaha, Nebr.—Mod. CP new FM station for extension of completion date.

WMUR-FM Manchester, N. H.—Same.

WLOS-FM Asheville, N. C.—Mod. CP new FM station to change ERP to 9.3 kw and ant. height above average terrain to 128 ft.

WKST-FM New Castle, Pa.—Mod. CP new FM station to change ant. height above average terrain to 342 ft., ERP to 3.05 kw.

WPRO-FM Providence, R. I. — Mod. CP new FM station to change ERP from 20 kw to 30 kw.

WSIX-FM Nashville, Tenn.—Mod. CP new FM station to change ERP from 65 kw to 71 kw.

WLON Front Royal, Va.—Mod. CP new FM station for extension of completion date.

WRJN-FM Racine, Wis.—Same.

License for CP

WDTR Detroit, Mich.—License to cover CP as mod. which authorized new non-commercial educational FM station.

TV—60-66 mc

Video Bcstg. Co., San Diego, Calif.—CP new commercial television station on Channel 3, 60-66 mc, ERP of vis. 17.955 kw, aur. 9.45 kw unl.

TV—210-216 mc

Video Bcstg. Co., San Jose, Calif.—CP new commercial television station on Channel 13, 210-216 mc, ERP of vis. 35.34 kw aur. 18.6 kw and unl.

TV—198-204 mc

The State U. of Iowa, Iowa City—CP new commercial television station on Channel 11, 198-204 mc, ERP of vis. 32.26 kw aur. 16.13 kw and unl.

TV—54-60 mc

WMIN Bcstg. Co., St. Paul, Minn.—CP new commercial television station on Channel 2, 54-60 mc, ERP of vis. 13.7 kw, aur. 6.85 kw and unl.

TV—198-204 mc

Inter-City Adv. Co., Charlotte, N. C.—CP new commercial television station on Channel 11, 198-204 mc, ERP of vis. 2.80 kw, aur. 1.40 kw and unl.

Heard Everything?

THE OLDEST station in New England is now buying sign-off announcements from one of the newest stations. Principals in the mutually beneficial plan are Westinghouse Radio Stations WBZ Boston and WBZA Springfield, Mass., purchasers of 60-word sign-off spots six times weekly over a comparatively new station, WBMS of Boston. The one year, sealed-by-cash contract was implemented by Lynn Morrow, WBZ assistant sales manager and promotion supervisor and Ivan B. Newman, general manager of WBMS. WBMS, a 1-kw daytimer at sundown directs its listeners to 1030 kc for "continued outstanding entertainment" over WBZ and WBZA, the synchronously operated NBC affiliates.

TV—60-66 mc

Video Bcstg. Co., Portland, Ore.—CP new commercial television station on Channel 3, 60-66 mc, ERP of vis. 17.955 kw aur. 9.45 kw and unl.

TV—192-198 mc

Pittsburgh Radio Supply House Inc., Pittsburgh—CP new commercial television station on Channel 10, 192-198 mc, ERP of vis. 26.6 kw, aur. 13.3 kw and unl.

License Renewal

Applications for renewal of standard broadcast license filed by KENT Shreveport, La.; KIXL Dallas, Tex.; KOCS Ontario, Calif.; KSL Salt Lake City; KSOO Sioux Falls, S. D.; WCMW Canton, O.; WHFB Benton Harbor, Mich.; WCRA Effingham, Ill.; WJJD Chicago; WKCX Framingham, Mass.; WLBH Mattoon, Ill.; WLPO LaSalle, Ill.; WMBI Chicago; WMGM New York; WMLL Evansville, Ind.; WSID Essex, Md.; WWVA Wheeling, W. Va.

FM applications for renewal of license filed by: WDRC-FM Hartford, Conn., and WNBF-FM Binghamton, N. Y.

WBEZ Chicago—License renewal.

APPLICATION RETURNED

AM—900 kc

E. P. Hill, Jr. and D. C. Stephens, A Partnership d/b as Kentucky Mountain Bcstg. Co., Prestonsburg, Ky.—CP new standard station 900 kc 1 kw-D. RETURNED Feb. 20, incomplete.

APPLICATION DISMISSED

Modification of CP

KPBX Beaumont, Tex.—Mod. license to change hours from D to unl. with 250 w-N 1 kw-D. DISMISSED Feb. 20.

TENDERED FOR FILING

TV—82-88 mc

Maryland Bcstg. Co., Baltimore—CP new commercial television station on Channel 6, 82-88 mc, ERP of vis. 1.702 kw, aur. 0.851 kw.

TV—186-192 mc

Surety Bcstg. Co., Charlotte, N. C.—CP new commercial television station on Channel 9, 186-192 mc, ERP of vis. 27.805, kw, aur. 13.903 kw.

TV—54-60 mc

Greensboro News Co., Greensboro, N. C.—CP new commercial television station on Channel 2, 54-60 mc, ERP of vis. 1.67 kw, aur. 0.835 kw.

TV—76-82 mc

C. C. Woodson d/b as The Amarillo Television Co., Amarillo, Tex.—CP new commercial television station on Channel 5, 76-82 mc, ERP of vis. 1.85 kw, aur. 0.925 kw.

TV—180-186 mc

C. C. Woodson d/b as The Austin Television Co., Austin, Tex.—CP new commercial television station on Channel 8, 180-186 mc, ERP of vis. 4.25 kw, aur. 2.17 kw.

TV—82-88 mc

C. C. Woodson d/b as The Lubbock Television Co., Lubbock, Tex.—CP new commercial television station on Channel 6 82-88 mc, ERP vis. 1.85 kw, aur. 0.9 kw.

AM—1080 kc

Southland Bcstg Co., partnership of **Cyril W. Reddoch and J. B. McCrary, Atmore, Ala.**—CP new standard station 1080 kc 250 w-D.

AM—670 kc

Howard Blake d/b as Suburban Bcstg. Co., Pacific Palisades, Calif.—CP new standard station 670 kc 1 kw-D.

AM—1400 kc

Francis J. Darke, Saginaw, Mich.—CP new standard station 1400 kc 250 w unl. (Contingent on WSAM change in frequency.)

Modification of CP

WSKB McComb, Miss.—Mod. CP to increase power from 500 w-N 1 kw-D to 1 kw-N 5 kw-D.

AM—1300 kc

Harold T. Fisher and Carl T. Fisher partnership d/b as Missouri Valley Bcstg. Co., Marshall, Mo.—CP new standard station 1300 kc 500 w-D.

Modification of License

KNEB Scottsbluff, Neb.—Mod. license to increase power from 500 w to 1 kw-D.

Assignment of License

KGON Oregon City, Ore.—Consent to voluntary assignment of license to Clackamas Bcstrs.

Modification of CP

WATO Oak Ridge, Tenn.—Mod. CP change frequency from 1490 to 1450 kc (Contingent on WOND change in frequency and location.)

WOND Oak Ridge, Tenn.—Mod. CP to change frequency from 1450 to 1490 kc, and change transmitter and studio locations from Oak Ridge, to Knoxville Tennessee utilizing 250 w unl. (Contingent on WATO change in frequency.)

Transfer of Control

WLCX LaCrosse, Wis.—Consent to transfer of control from Margaret B MacLennar, Hector C. Berg, Eutelle W Berg, Millard W. Berg and Frances L Berg, to James J. Conroy.

AM—1230 kc

Rib Mountain Radio Inc., Wausau, Wis.—CP new standard station 1230 kc 100 w unl.

AM—570 kc

WFAA Dallas, Tex.—CP install new trans., change trans. location and ant. system of 570 kc operation, install DA-D and make changes in DA-N using 5 kw and sharing time with WBAP.

WBAP Ft. Worth, Tex.—CP install new trans., change trans. location and ant. system of 570 kc operation, and install DA-D, using 5 kw and sharing time with WFAA.

Modification of CP

KTOW Oklahoma City—Mod. CP to change hours from D to unl., frequency from 800 kc to 1400 kc, 250 w unl. Request facilities being vacated by KTOK.

March 3 Decisions . . .

DOCKET CASE ACTION

AM—560 kc

Announced proposed decision (Comrs. Hyde and Webster not participating) looking toward grant of application of Harding College for CP to change frequency of its WHBQ Memphis, Tenn., from 1400 kc to 560 kc, and power from 250 w to 1 kw-N, 5 kw-D unl. DA-DN, subject to CAA approval of trans. site and ant. system.

BY THE COMMISSION

WTYS Marianna, Fla.—Adopted order granting petition to extent only that cond. upon which its CP was granted is mod. to provide that operation of WTYS shall not commence until WTAL commences operation on 1270 kc, and in all other respects petition is denied. Cond. of CP was that no WTYS operation on 1340 kc (250 w unl.) until WTAL licensed for 1270 kc.

BY COMMISSIONER JONES

WGLN Glens Falls, N. Y.—Continued the consolidated hearing on its application and that of Granite State Bcstg. Co. Inc. (Dockets 8404 and 8565) scheduled for March 3 to March 22.

WFCI Pawtucket, R. I.—Continued hearing scheduled March 3 to March 8 at Pawtucket, Docket 8416.

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—Continued hearing scheduled for March 4 to March 18 in re Docket 8254

March 3 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

Radio Corp. of Arizona Inc., Phoenix—CP new standard station 1450 kc 250 w unl.

AM—910 kc

William C. Grove, Denver, Col.—CP new standard station 910 kc 1 kw, share time with KPOF.

AM—1450 kc

Charles Wilbur Lamar Jr., Morgan City, La.—CP new standard station 980 kc 250 w unl. AMENDED to change frequency from 980 to 1450 kc and power from 250 w to 100 w.

AM—920 kc

KRAM Boulder City Bcstg. Co., Las Vegas, Nev.—CP change hours from D to unl. increase 1 kw-D to 1 kw-D 500 w-N and install DA-N.

AM—560 kc

WGAI Elizabeth City, N. C.—CP

IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

WFMJ & WFMJ-FM

ASK HEADLEY REED

change hours from D to unl., increase 500 w-D to 1 kw-D 500 w-N and install DA-DN (560 kc).

AM—1430 kc

The Gladewater Bcstg. Co., Gladewater, Tex.—CP new standard station 1430 kc 1 kw-D.

Modification of CP

KPAC Port Arthur, Tex.—Mod. CP as mod. which authorized increase power, install new trans. and change trans. location, for extension of completion date.

WBGE-FM Atlanta, Ga.—Mod. CP which authorized new FM station to change trans. site, make changes in ant. system; and change commencement and completion dates.

KIDO-FM Boise, Idaho—Mod. CP new FM station for extension of completion date.

WLAV-FM Grand Rapids, Mich.—Mod. CP new FM station to change trans. location, ERP from 54 kw to 57.6 kw; ant. height above average terrain and make changes in ant. system.

WJKT Johnstown, Pa.—Mod. CP new FM station for extension of completion date.

KRIC-FM Beaumont, Tex.—Same.

WWCF Greenfield, Wis.—Same.

WFHR-FM Wisconsin Rapids, Wis.—Same.

License Renewal

Application for renewal of broadcast license filed by: WWJ-FM Detroit, Mich.; KCVR Lodi, Calif.; KFBK Sacramento, Calif.; KLRA, Little Rock, Ark.; KUSN San Diego, Calif.; WFRL Freeport, Ill.; WHO Des Moines.

ACCEPTED FOR FILING

AM—1250 kc

WLPO LaSalle, Ill.—CP change frequency from 1220 to 1250 kc, increase 250 w to 500 w, change hours from D to unl. DA-DN.

Modification of CP

KMON Great Falls, Mon.—Mod. CP new standard station for extension of completion date.

KOME Tulsa, Okla.—Mod. CP change frequency, increase power, install new trans. and DA-DN and change trans. location, to make changes in DA, change trans. location and for extension of commencement and completion dates.

KMED Medford, Ore.—Mod. CP which authorized increase power, and install new trans., for extension of completion date.

KWJJ Portland, Ore.—Mod. CP increase power, install new trans. DA-DN and change trans. location, for extension of completion date.

AM—980 kc

WHWL Nanticoke, Pa.—CP change frequency from 730 to 980 kc, increase 1 kw-D to 500-N 1 kw-D, change hours from D to unl. DA-N.

Modification of CP

WFIL Philadelphia—Mod. CP increase power, install DA-DN for extension of completion date.

ACCEPTED FOR FILING

Modification of CP

WBRC-FM Birmingham, Ala.—Mod. CP new FM station for extension of completion date.

KFVD-FM Los Angeles—Same.

KVSM-FM San Mateo, Calif.—Mod. CP new FM station to change ERP from 380 w to 713 w; ant. height above average terrain from -189 ft. to 54 ft. Also mod. CP for extension of completion date.

WCMI-FM Ashland, Ky.—Mod. CP as mod. which authorized new FM station for extension of completion date.

License for CP

WGAY-FM Silver Spring, Md.—License to cover CP as mod. which authorized new FM station.

Modification of CP

WBRK-FM Pittsfield, Mass.—Mod. CP which authorized new FM station for extension of completion date.

KQV-FM Pittsburgh—Same.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,600 licensed, 368 construction permits, 287 applications in pending file, 342 applications in hearing; FM—103 licensed, 177 conditional grants, 727 CPs (of which 323 are on air under special temporary authority) 67 applications pending, 60 applications in hearing; television—seven licensed, 82 CPs (of which 12 are on air), 151 applications pending of which 93 are in hearing.

WLOG-FM Logan, W. Va.—Same.

AM—580 kc

KSWS Roswell, N. M.—CP change frequency from 1230 to 580 kc, power from 250 w to 1 kw-N 5 kw-D, install new trans. and DA-N and change trans. location.

License Renewal

Applications for renewal of broadcast license filed by: KMBC-FM Kansas City, Mo.; WFIL-FM Philadelphia; WIUC Urbana, Ill.; WCNT Centralia, Ill.; WJVB Jacksonville Beach, Fla.; WLAC Nashville, Tenn.; WSIV Pekin, Ill.

APPLICATION DISMISSED

Relinquishment of Control

KFIO Spokane, Wash.—Relinquishment of control of licensee corporation by Arthur L. Smith through increase of capital stock to 300,000 sh. Dismissed Feb. 27.

TENDERED FOR FILING

TV—198-204 mc

Leland Holzer, San Francisco—CP new commercial television station on Channel 11, 198-204 mc, ERP of vis. 3.0 kw aur. 1.5 kw.

AM—900 kc

Rollins Bcstg. Inc., Georgetown, Del.—CP new standard station 900 kc 1 kw-D DA.

Essie Binkley West, Riverside, Calif.—CP new standard station 900 kc 1 kw-D DA.

Assignment of License

KBLF Red Bluff, Calif.—Consent to assignment of license to Russell G. Frey.

Modification of CP

WOBS Jacksonville, Fla.—Mod. CP to change hours from D to unl., 1 kw and install DA-DN and approval of ant. and trans. location.

Transfer of Stock

WMBM Miami Beach, Fla.—Consent to transfer of stock owned by Kenneth S. Keyes in licensee corp. to Julius Martinus Vroon, Lucile T. Keyes, Kenneth S. Keyes Jr., Lela Roberta Rymer Keyes, Lonnie Allen Morris, Ida Akers Morris, Herman John Leader, Brahan Lamar Mitchell and Dr. Augustin Batista.

AM—1450 kc

Veterans Bcstg. Corp., Ottawa, Ill.—CP new standard station 1450 kc 100 w unl. (Contingent on WHFC change in frequency.)

Acquisition of Control

WEEK Peoria, Ill.—Acquisition of control of licensee corp. through transfer of stock from E. K. Gaylord and associates to Robert S. Kerr and associates.

AM—1280 kc

Donald L. Coleman Jr., Albert E. Keleher Jr., J. Gordon Keyworth and James L. Spates d/b as Wachusett Bcstg Co., Fitchburg, Mass.—CP new standard station 1280 kc 500 w-D.

AM—1490 kc

Ben J. Sallows, Alliance, Neb.—CP new standard station 1490 kc 250 w unl.

Transfer of Control

WLOB Claremont, N. H.—Consent to transfer of control of FM station from Lincoln O'Brien to Granite State Bcstg. Co. Inc.

AM—1230 kc

Belen Bcstg. Corp., Belen, N. M.—CP new standard station 1230 kc 250 w unl.

Assignment of License

WGNI Wilmington, N. C.—Consent to assignment of license to New Hanover Bcstg. Co.

AM—1600 kc

WJEL Springfield, Ohio—CP change hours from D to unl., power from 500 w-D to 1 kw unl., install DA-DN and change trans. location.

AM—1400 kc

Tol Dickenson, William S. Morgan and Howard DeMere, partnership d/b as Cleveland County Bcstg. Co., Norman, Okla.—CP new standard station 1400 kc 250 w unl. (request facilities to be vacated by KTOK).

AM—1380 kc

Armstrong County Bcstg. Corp., Kittanning, Pa.—CP new standard station 1380 kc 500 w-D.

AM—980 kc

WHWL Nanticoke, Pa.—CP change hours from D to unl., frequency from 730 kc to 980 kc, power from 1 kw-D to 500 w-N 1 kw-D DA-N.

Hearings Before FCC . . .

MARCH 8

AM—Further Hearing

The Mt. Vernon Bcstg. Co., Mt. Vernon, Ohio—CP 1340 kc 250 w unl.

Mound Bcstg. Corp., Newark, Ohio—Same.

Beer & Koehl, Ashland, Ohio—Same.

The Zanesville Bcstg. Co., Zanesville, Ohio—Same.

Intervenor: Radio Voice of Springfield Inc.; WADC Akron, Ohio, and WIZE Springfield, Ohio.

AM—Hearing

WLEU Erie, Pa.—CP 1260 kc 1 kw-N 5 kw-D unl. DA-N.

WERC Erie, Pa.—Order to show cause.

The Civic Bcstrs. Inc., Cleveland—CP 1260 kc 5 kw DA-2 unl.

Intervenor: The Yankee Network, Inc.

THIS TELEVISION receiver, lowest-priced console model yet introduced by RCA Victor, is in full production at the RCA Victor plant, Camden, N. J., the company has announced. List price suggested by RCA is $369.50 plus federal excise tax. The new model, known as Model 721TCS, presents a 52-square-inch picture (6⅜ by 8½ inches) on the face of a 10-in direct-view tube.

WMMJ Peoria, Ill.—CP 970 kc 1 kw DA (DA-2) unl.

Grain Country Bcstg. Co. Inc., Peru, Ill.—CP 980 kc 500 w-N 1 kw-D DA-2 unl.

Public Bcstg. Service Inc., Enid, Okla.—CP 960 kc 1 kw DA unl.

The Ponca City Pub. Co., Ponca City, Okla.—CP 960 kc 500 w DA unl.

KAKC Tulsa, Okla.—CP 970 kc 1 kw DA unl.

WBBZ Ponca City, Okla.—CP 960 kc 1 kw DA-2 unl.

Intervenors: KMA Shenandoah, Iowa; KOVO Provo, Utah, and KOIN Portland, Ore.

MARCH 8-10

AM—Hearing

Utica Observer Dispatch Inc., Utica, N. Y.—CP 1230 kc 250 w unl.

Hanna Bcstg. Co., Utica, N. Y.—Same.

Utica Bcstg. Co., Utica, N. Y.—Same.

To be held at Utica, Court Room, Federal Bldg. 10 a.m.

MARCH 8-9

AM—Hearing

Ari-Ne-Mex Bcstg. Corp., Deming, N. M.—CP 1230 kc 250 w unl.

Frank E. Cooke, Deming, N. M.—Same.

To be held in City Hall at Deming.

AM—Hearing

Crawfordsville Bcstg. Assn., Crawfordsville, Ind.—CP 1340 kc 100 w unl.

Journal-Review Crawfordsville, Ind.—CP 1340 kc 250 w unl.

To be held in City Council Chamber at Crawfordsville.

MARCH 9

AM—Hearing

Hotels & Theatres Inc., Bluefield, W. Va.—CP 1400 kc 250 w unl.

Party respondent: WBOB Galax, Va.

MARCH 10

AM—Hearing

Woodward Bcstg. Co., Detroit, Mich.—CP 840 kc 5 kw D DA.

Intervenor: WHAS Louisville, Ky.

MARCH 11

AM—Hearing

WPAT Paterson, N. J.—CP 930 kc 5 kw DA-DN unl.

WFMD Frederick, Md.—CP 930 kc 1 kw unl.

AM—Hearing

Model City Bcstg. Co. Inc., Anniston, Ala.—CP 1390 kc 1 kw unl DA.

AM—Hearing

Charles Wilbur Lamar Jr., Morgan City, La.—CP 1450 kc 100 w unl.

AM—Hearing

Marmat Radio Co., Bakersfield, Calif.—CP 970 kc 5 kw unl. DA-N.

KERO Bakersfield, Calif.—Same.

MARCH 11-12

TV—Hearing

Daily News Television Co., Philadelphia—For television facilities.

Pennsylvania Bcstg. Co., Philadelphia—Same.

To be held in Room 3050, U. S. Court House, 9th & Market Sts., Philadelphia, 10 a.m.

MARCH 11

AM—Hearing

KNOE Monroe, La.—Mod CP 1390 kc 5 kw DA-N unl.

Model City Bcstg. Co. Inc., Anniston, Ala.—CP 1390 kc 1 kw DA-N unl.

MARCH 12

AM—Hearing

Elgin Bcstg. Co., Elgin, Ill.—CP 1490 kc 250 w unl.

Village Bcstg. Co., Oak Park, Ill—Same.

Beloit Bcstg. Co., Beloit, Wis.—Same.

Vincent G. Cofey Elgin, Ill.—Same.

Community Bcstg. Co., Oak Park, Ill.—Same.

Oral argument before Commission en banc.

AM—Hearing

Radio Wisconsin Inc., Madison, Wis.—CP 1480 kc 1 kw unl. DA-N.

Edwin Mead, Rockford, Ill.—CP 1480 kc 1 kw DA unl.

Oral argument before Commission en banc.

AM—Hearing

Metropolitan Houston Bcstg. Co., Houston, Tex.—CP 1060 kc 1 kw-N 5 kw-D DA unl.

MARCH 12

AM—Further Hearing

WFMJ Youngstown, Ohio—Mod. CP 1390 kc 5 kw unl. DA-N.

Parties respondent: WWOD Lynchburg, Va.; WCSC Charleston, S. C.; WGES Chicago and KLPM Minot, N. D.

California's Broadcasters To Elect Officers, Board

FIRST FORMAL meeting of California Broadcasters Assn. will take place in Hollywood March 12 for prime purpose of electing officers and nine-man board of directors, according to Calvin J. Smith, general manager of KFAC Los Angeles and pro-tem president.

Invitations have gone out to approximately 135 member stations in all sections of the state. Other discussion will center upon establishment of specific aims and purposes.

A **HOT** *DISC!*
A **HOT** *MARKET!*

Beauty Shop Jingles

6 (15 sec.) Great Jingles to help Beauty Shops Fight Terrific Competition of "Home Permanents."

Beauty Shops Buying on First Audition

IT'S EXCLUSIVE—1 STATION EACH CITY—FIRST COME, FIRST SERVED

Also Available: Spots for Used Cars, Markets, Dairies, Laundries, Dry Cleaners.

Wire Now

We Ship C.O.D. $2.00
Refundable Deposit

Wire • Phone • Write

RADIO'S FINEST SPOT SERVICE

Ed East
Creative Recorded Spots

910 Taft Bldg., • Hollywood and Vine
Hollywood 28, California
Phone: Gladstone 3352

Agencies Favoring Theatre TV Code

THEATRE VIDEO code recently proposed by Southern California Theatre Owners Assn. [BROADCASTING, March 1] appears to be receiving most favorable consideration from the advertising agencies.

Reasoning that any such code which makes it possible to enlarge their clients' audiences is all to the good, agencies generally seem willing to go along. Officially none would speak for their clients but willingly conceded that was their stand. Stations however are not yet ready to commit themselves in the wake of the NBC position which calls for "pay or no play."

However, it was further seen that the recent declaration of Paramount Pictures to enter the theatre video picture is tacit, if not announced, support of any plan whereby it would be possible for them to sell theatres the result of the 66-second developed film by product of video fare. However no express stand on this matter could be obtained from KTLA, Hollywood station owned and operated by Television Productions Inc., Paramount subsidiary.

Wider adoption of the code in other cities where television stations operate will be the concern of the theatre owners of American board of directors when approximately 50 members convene in Los Angeles March 9-10, according to James H. Nicholson, video committee chairman of the Southern California unit of the national body.

Mr. Nicholson who has been aggressively urging development of the theatre video through recently organized film service unit [BROADCASTING, Feb. 23] will also demonstrate the quality of film effected. Assuming a workable relationship with advertising agencies and stations concerned can be effected, he will advise the TOA board members of plans to start his Los Angeles service within two weeks.

29 NAB DIRECTORSHIP NOMINATIONS ENTERED

TWENTY-NINE NAB members have been nominated for directorships in more than one class, it was learned last when nominations were tabulated by Ernst & Ernst, New York auditing firm.

The board candidates were notified Wednesday by C. E. Arney Jr., NAB secretary-treasurer, that they had five days to decide which class they preferred to be classified in when election ballots are mailed March 15 by Ernst & Ernst. Ballots are returnable to the firm by midnight March 30.

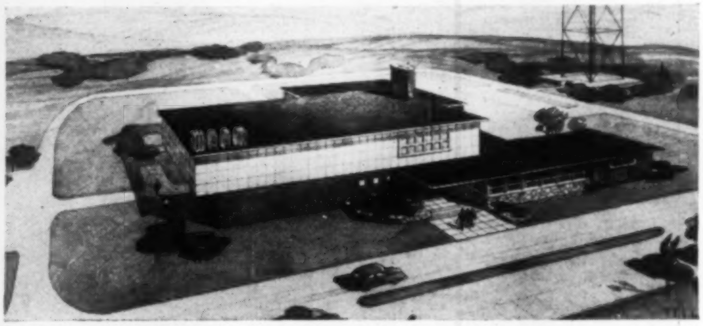
It was understood names of nominees would not be announced prior to mailing of ballots.

If fewer than the required number of nominees have been submitted by the membership after the 29 conflicts are settled, names will be inserted on the ballots from a list drawn up for just such an emergency. This list was selected by the NAB board at its Hot Springs meeting the last week in February. By-laws require four nominations for the director-at-large groups (large, medium and small stations; FM-A and FM-B). In addition even-numbered directors are to be elected. In all, 16 of the 26 directorships will be filled.

ABC's "Breakfast Club" cast will make a personal appearance April 3 at Municipal Auditorium in Birmingham, Ala., under auspices of Civitan Club for the benefit of Mercy Orphan Home.

WAAM (TV)

Baltimore Outlet Plans Tests



Architect's conception of the WAAM building.

* * *

FIRST TESTS for WAAM, Baltimore's third TV station, will be made in June, well ahead of schedule, according to Norman C. Kal, co-owner and managing director of the station, and head of Kal, Ehrlich and Merrick, Washington, Baltimore and New York agency [BROADCASTING, Dec. 1, 1947].

Installation of equipment is under the direction of Fred Allman, one of the owners of WAAM, and principal owner of WSVA Harrisonburg, Va., and WSIR Winter Haven, Fla. Chief owners are Ben and Herman Cohen, owners of clothing stores and real estate interests in several cities.

The station is assigned to Channel 13 (210-216 mc). RCA antenna, transmitter, film camera channels, studio and remote channels and micro-wave relay pickup will be used. Truscon Steel Co. 450-foot tower is expected to be delivered next month. Overall cost of real estate, installation, equipment, etc. is said to be nearly a half-million dollars.

Warren L. Braun, formerly of WSVA, is chief engineer of WAAM, and is now assisting Mr. Allman in the installation work.

A tract comprising 10 acres will accommodate the building and parking area for 150 cars. The building, now near completion, provides more than 25,000 square feet of space.

UAW Group Seeks WCAR Frequency

THE UAW-CIO Broadcasting Corp. asked FCC last week for permission to amend its application for a new Detroit station to request the frequency now used by WCAR Pontiac, Mich.

A grant of the petition would put the automobile workers' group into competition with WCAR's request for fulltime use of the 1130 kc frequency. WCAR, now operating daytime on the channel with 1 kw, is seeking fulltime operation on the frequency with 50 kw, and proposes also to move to Detroit.

UAW-CIO is one of four daytime applicants for 680 kc in the Detroit area. The applications already have been heard, but in accordance with FCC policy the decision has been deferred pending the outcome of the daytime-skywave proceeding.

The union group's petition said UAW-CIO felt it could "better serve the people of the Greater Detroit area than can WCAR Inc., which is controlled by interests far less responsive to the needs of the area than petitioner. Petitioners' stockholders represent 300,000 residents of the Greater Detroit area and there is a real need in said area for a non-profit radio service of the type petitioner proposes to provide."

Hearing on the WCAR application is slated March 17.

COY TO ADDRESS IRE SESSIONS MARCH 23

WAYNE COY, chairman of the FCC, will address the president's luncheon of the annual convention of the Institute of Radio Engineers, to be held March 22-25 at the Hotel Commodore and Grand Central Palace, New York. Luncheon session on March 23, at which Mr. Coy will speak, honors the new IRE president, B. E. Shackelford (identification tk.).

Awards of the Institute for 1948 will be presented at the annual banquet on Wednesday.

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW

"BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!

21.7

IN LOUISVILLE

C. E. Hooper, December 1946 . . . April 1947

Consistently Beats All Competition on Stations From Coast-to-Coast!

WRITE

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 8, OHIO

Hollywood
New York • Chicago

HAWAII'S FIRST STATION

KGU

NBC IN THE PACIFIC SINCE 1931

HONOLULU

Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

WORL APPEAL

Hits FCC's Denial In U. S. Court

WORL Boston told the U. S. Court of Appeals for the District of Columbia last week that FCC acted "arbitrarily and capriciously" when it denied the station's license-renewal application on grounds of concealment of ownership [BROADCASTING, April 28, Oct. 20, 1947].

Appealing from the Commission's decision, WORL argued that there was no evidence that the stockholders had knowingly and wilfully misrepresented facts to the FCC. It was noted that FCC itself conceded that "the purpose which may have led the principals . . . to conceal the full extent of the various stock transactions is not entirely clear."

The appeal brief, filed Monday by Ben S. Fisher and John P. Southmayd of the Washington law firm of Fisher, Wayland, Duvall & Southmayd, contended FCC erroneously relied on the Supreme Court decision upholding the denial of license renewal to WOKO Albany; that FCC improperly found WORL's principals to be unqualified without having provided an opportunity for them to present testimony on that point, and that the Commission ignored evidence on "the meritorious program service" of WORL.

Nor was there any evidence, the station argued, to support the Commission's findings that Harold A. Lafount and George and Sanford H. Cohens, the owners, had "jointly acquired control . . . March 25, 1937, and have at all times since acted as partners in the operation of the station."

The brief asserted:

> **The Commission has known since 1938 that Lafount and Sanford Cohen together held 60% of appellant's stock, but did not require a transfer application to be filed. Public records show that the Law Dept. of the Commission recommended in 1941 that no action be taken against appellant although the facts concerning this stock ownership were known at the time. A renewal of license was granted WORL in 1942 with full notice of the 60% stock ownership of Lafount and Sanford H. Cohen.**

Since November 1943, the brief reported, Mr. Lafount, general manager of the Arde Bulova radio interests and former Federal Radio Commissioner, has been president and owned all A stock and 40% of B stock; Sanford Cohen has been a director and owned 40% of the B stock; George Cohen has been treasurer and owned 20% of the B stock; and Robert E. Davison has been director-clerk with no stock interest. Messrs. Cohen, of New York, and Davison, of Boston, are attorneys.

WORL also protested FCC's dismissal, along with the denial of renewal of an application for consent to the sale of WORL to Bitner Broadcasting Corp. for $200,000; "Nothing in the [Communications] Act, express or implied, authorizes the Commission to summarily dismiss as moot a *bona fide* application for a station license or transfer thereof."

FCC has until March 25 to reply to WORL's brief. Argument before the court is expected during the first or second week of April.

WORL is a 1-kw daytime station on 950 kc. Pending settlement of litigation it is operating on temporary license. Six applications for its facilities have been heard by FCC.

Firestone Seeks Quiz

FIRESTONE Tire & Rubber Co., Akron, is negotiating for sponsorship of *Americana Quiz* on NBC television, Monday, 8:30-9 p.m., to start in April. Time is same as that of the tire company's *Voice of Firestone* sound series on NBC. Firestone used television from July 2, 1945, to Jan. 20, 1947, when it sponsored an educational film series on WNBT New York, Monday, 9:10-9:25 p.m. Agency is Sweeney & James Co., Cleveland.

Joint Scoop

TELENEWS, INS, International News Photos and WABD New York shared a scoop last Tuesday in giving the WABD audience what was claimed to be the first look at the first films of the Czech crisis to reach this country for video use. The news service television department released the films for use in Chicago and Detroit late last week.

Review Harlingen Grant, WCKY Asks

WCKY Cincinnati told FCC last Thursday that there is "no such thing" as the type of station it authorized for operation on 1530 kc with 50 kw at Harlingen, Tex. [BROADCASTING, Feb. 23].

The Harlingen grant, to the owners of KTHT Houston, was for a station which would operate with directional antenna "unlimited time except for the time between local sunset at Cincinnati [WCKY] and Sacramento, Calif. [KFBK]."

Seeking reconsideration of the Commission's action, the Cincinnati 1-B station recited FCC's definition of the various classes of stations and declared:

> **There can be no such thing in fact as a station being authorized to operate "unlimited time except." The attempt of the Commission in granting the [Harlingen] application was to authorize "specified-hours" operation thereof, and at the same time give it some name which would be different. . . .**

WCKY maintained that FCC, through the Harlingen grant, had in effect adopted a "new or different rule governing the granting of applications" but had failed to comply with the law's requirement that rule-making be handled through general hearings.

The petition also pointed out that FCC last May had announced it would hold pending, until a decision in the daytime skywave case, all applications for daytime or limited-time stations on U. S. 1-A and 1-B clear channels. The Harlingen grant, WCKY said, "is an outright violation" of that order.

FCC authorities told BROADCASTING at the time of the grant that broken schedules for fulltime stations were "not entirely unusual" and that the Harlingen station would be a Class 2 outlet. Its owners, which operate KOPY (FM) Houston as well as KTHT, are Roy Hofheinz (75%) and W. N. Hooper (25%).

WCKY's petition was filed by Paul D. P. Spearman and Frank Roberson, Washington counsel for the Cincinnati station. It included an affidavit by Howard T. Head, radio consulting engineer, asserting that the grant would cause interference to WCKY "in an area embracing most of the states of Missouri and Arkansas and also in portions of the states of Louisiana, Texas, Oklahoma, Kansas, Nebraska, and Iowa."

GRANT IS PROPOSED FOR CHANGE TO WHBQ

PROPOSED decision to grant application of Harding College to change assignment of WHBQ Memphis, Tenn., from 250 w on 1400 kc to 5 kw day, 1 kw night on 560 kc, directional fulltime, was announced by FCC last week. The proposal was based upon recommended decision of Hearing Examiner Fanny N. Litvin.

The Commission concluded that the extension of service to new listeners not now receiving primary coverage was sufficient basis for the decision despite limited interference to existing or proposed stations. The report showed that more than 80,000 persons not now receiving a primary daytime signal would be served and similarly some 14,000 at night.

The new WHBQ operation would cause objectionable interference, FCC found, to about 4% of the area and 5.5% of the population that Radio Broadcasting Inc., Hot Springs, Ark., applicant, proposed to serve. But FCC stated most of this population is presently receiving service from the two existing Memphis regional outlets and the major portion of that population would receive primary daytime coverage from WHBQ.

The KFDM grant is conditional upon whatever WHBQ interference it might receive. It was so granted in August 1947 and made final in December.

1 GETS YOU FOUR ON WBNX

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

ENGLISH
Entire English Speaking Population
YIDDISH
2,350,000 Jewish Speaking Persons
GERMAN
1,236,000 German Speaking Persons
ITALIAN
2,103,737 Italian Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

KFMB *sells* SAN DIEGO

. . . better than ever!

Now 1000 watts on 550 kc

Remember! More power means more sales to more people . . .

KFMB*

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Mayflower Testimony

(Continued from page 38)

er decision as "clearly in the public interest."

James Lawrence Fly, who was chairman of the FCC when it handed down the Mayflower decision, appeared for the American Civil Liberties Union to enunciate opposition to any revision of the edict.

Mr. Fly said ACLU believed broadcasters should take part in community problems and discussions by affording equal time for both sides of the issues, but objected to the station expressing "any of its own views."

"We find in these discussions [hearings]," Mr. Fly declared, "an illusion of green pastures on the part of broadcasters. I wonder if they want to sink to the . . . level of the press. . . . Radio is splendid. Radio is powerful. It is dynamite. In terms of public opinion, it is atomic. . . . Radio is not like a newspaper. It can not be like a newspaper. It should not be like a newspaper. I think it's high time it recovered from the illusion of green pastures. They're not so green."

WEDNESDAY

Opening Wednesday's session, Saul Carson, radio columnist of the *New Republic* and *Radio Best*, told FCC that the Mayflower doctrine should be strengthened, not relaxed.

He proposed the creation of a special division within FCC—perhaps a "complaint unit"—to counsel with persons and groups who feel they have not received a square deal from stations, and to expedite investigation of complaints. This, he said, would minimize the delays which, he claimed, often make corrective action too late to be helpful.

Mr. Carson, who said he was appearing as a private citizen, charged that the attack on the Mayflower doctrine is aimed at "destruction of every regulatory power vested in the FCC." He named NAB President Justin Miller as "the power behind this campaign." If it succeeds, he said, "this august body will be reduced to the position of the whistle on Justin Millers' peanut wagon."

Morris L. Ernst, attorney and author, advocated a ban on the broadcasting of editorials in areas where there is no diversity of viewpoints: Where there is only one station, in all cases, and conceivably where there are two or three. Nor would he permit editorializing by newspaper licensees, networks, or absentee owners. Among the others he would permit a station to editorialize only if it had first presented forum discussions on the subject of the forthcoming editorial.

He would permit no editorializing on political electoral matters and probably not on religious questions.

He contended, however, that it would be "the most dangerous thing in the world for this Commission to get into program content."

Mr. Ernst suggested that stations be required to keep a public file on requests for time, and that FCC make its own complaint files public. He advocated establishment of standards by the FCC with respect to forum programs.

Dr. Wise's Statement

Milton D. Stewart, professor at the New School for Social Research and Columbia U., presented a statement by Dr. Stephen S. Wise of the American Jewish Congress asking for reaffirmation of the no-editorializing rule. If the ban were lifted, Dr. Wise said, FCC would have to exercise "extreme vigilance in granting licenses" and determine in advance whether applicants are "likely to express sentiments promoting racial and religious hostility and discord."

On his own behalf, though he thought AJC would agree, Mr. Stewart contended anti-Mayflower spokesmen are "asking for a quit-claim deed on their obligation to the public." Actually, he said, broadcasters haven't guaranteed the right of citizens even to reply to attacks.

W. Theodore Pierson, Washington radio attorney, presented a detailed legal study of the issues and offered eight conclusions on behalf of the 18 stations for whom he appeared:

1. Congressional action in the field of radio transmissions cannot be constitutionally justified unless (a) government censorship is prohibited except for utterances illegal as a matter of general law, and unless (b) a public duty is imposed upon the licensee.

2. The licensee as a matter of law cannot exclude substantial views on public issues that he decides to broadcast, irrespective of whether such views are contrary to or in accord with his own.

3. The licensee's duty not to exclude is neither made greater nor smaller by the presentation of his own views.

4. The licensee fulfills his public duty with respect to public issues that are broadcast if full and equal opportunity is afforded to all substantial sides.

5. The full-and-equal-opportunity principle should be a dutv not to exclude substantial sides rather than the impracticable duty to include all substantial sides.

6. The expression of editorial opinions of licensees on matters of public interest and controversy is consistent with their public dutv; FCC denial of such a right is violative of the censorship provision of the law and the First Amendment of the Constitution.

7. FCC has power to review programs to determine whether unlawful programs have been broadcast and to act in accordance with such finding.

8. FCC does not have power to decide or declare whether any lawful program or lawful type of program is in the public interest.

Mr. Pierson maintained that "we ignore law and logic to say that the Commission cannot enjoin a licensee from broadcasting a program" but can refuse to permit its repetition after it has once been broadcast. It is clearly censorship, he maintained, for FCC to say or consider whether any lawful program is good or bad: "The Commission's public condemnation . . . serves notice upon all licensees that they carry such programs at the peril of Commission displeasure and disfavor." He continued:

'Concentration of Power'

The government's supervision of programs means concentration of power. The licensee's supervision of programs means dispersion of power. In the former case errors of judgment in a particular case tend to be multiplied by the number of stations operating. In the latter case errors of judgment are isolated to the station involved. In Commission supervision there is only indirect relationship with and accountability to listeners. Commission supervision tends to uniformity of selection and licensee supervision to lack of uniformity. Diversity of thoughts, ideas, and expressions is the essence of social progress.

At one point during lengthy questioning by members of the Commission, Chairman Coy pointedly referred to Sec. 315's prohibition against licensee censorship of political broadcasts. Mr. Pierson replied that he'd "be happy" if FCC would interpret Sec. 326's ban on FCC censorship as absolutely as it had interpreted, in the WHLS Port Huron case, the prohibition contained in Sec. 315 against licensee censorship.

Stations represented by Mr. Pierson:

KOB Albuquerque; WGPA Bethlehem, Pa.; WWDC Washington; WKBV Richmond, Ind.; WHIR Danville, Ky.; WKWK Wheeling, W. Va.; WENY Elmira, N. Y.; WLOL Minnepaolis; WIND Chicago; KLZ Denver; WTAD Quincy, Ill.; KUTA Salt Lake City; KGLO Mason City, Iowa; KVOR Colorado Springs; WJLS Beckley, W. Va.; WKNA Charleston, W. Va.; WDEF Chattanooga, Tenn.; WKY Oklahoma City.

Rep. Emanuel Celler (D-N.Y.) denied that Congress intended to limit FCC to the role of a "traffic cop," and insisted that "this Commission dare not backtrack or water down" the Mayflower doctrine, which he claimed "has not been invoked enough." Under cross-examination he said he thought it would be proper to permit stations to editorialize if they are required to provide equal opportunity for contrary views.

Charles A. Siepmann, principal author of FCC's Blue Book and now professor of education at New York U., urged "with some reluctance" that the Mayflower rule be kept. Charging that some networks and stations are not maintaining "a reasonable balance" between conservative and liberal commentators, he suggested that the Mayflower principle be interpreted "so as to cover this concealed form of advocacy."

"It is for broadcasters to foster and extend the many-sided exploration of the truth," he said. "It is for the Commission to require it. This is not censorship but affirmative insistence on a constructive duty."

THURSDAY

Thursday's session, cut short to permit FCC to appear before a Senate appropriations subcommittee, covered testimony of five witnesses.

Erik Barnouw, national president of the Radio Writers Guild, read a statement adopted by RWG in membership meetings called in New York, Los Angeles and Chicago seeking continuation of the Mayflower ruling: "We believe the requirement of impartiality on the part of the broadcaster in giving representation to various views gives strength to American radio" and "anything which might narrow" the participation of many interests as today "would be a blow to freedom of thought and freedom of expression."

Asked by Comr. Hyde the extent writers have free expression in their work, Mr. Barnouw said writers have more freedom on sustaining shows than on commercial programs, since the latter avoid conflicts.

"Vigorous objection to any weakening of the Mayflower decision" was voiced by Henry C. Fleisher, assistant publicity director of CIO. He said this stand was not based on a desire "to curb freedom of expression on the air but to permit continued development of a balanced presentation of the attitudes and views of every possible segment of our society."

Mr. Fleisher testified CIO has watched "with some amazement and some concern" the efforts of NAB and other industry groups to obtain the right to editorialize. He held this was apparently a "distinct break with the past"

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice *of* Kansas *in* TOPEKA

CBS AND ABC OFFICIALS, waiting for the hearing to start (l to r): CBS Executive Vice President Joseph H. Ream; ABC President Mark Woods; CBS President Frank Stanton; ABC Board Chairman Edward J. Noble; ABC Executive Vice President Robert E. Kintner.

when radio "treated controversy as a form of leprosy, at best to be avoided, at worst to be handled under carefully prescribed conditions." Labor's views, he said, were often claimed to be too controversial by broadcasters.

Mr. Fleisher continued that the NAB's 1939 code "caused endless trouble for labor unions" wishing to bring their views before the public and that the present proposed NAB code similarly seeks to "place controversy in carefully sterilized cells—perhaps with the hope that as few listeners as possible may be 'contaminated' by the expression of ideas."

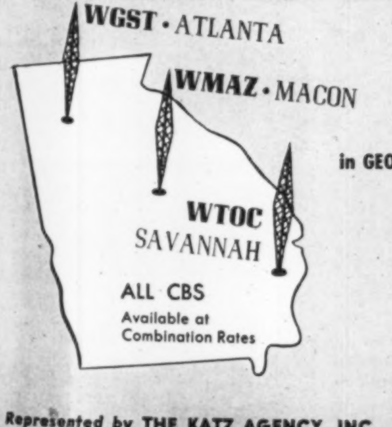
Morris Novik, public service radio consultant and former director of New York City's WNYC and WNYC-FM, told the Commission licensees should be permitted to editorialize but should be required to present the opposite views even if they have to dig up the facts themselves.

Mr. Novik said he believed in the spirit of the Mayflower decision, "based not so much upon the fact that the licensee editoralized as upon the fact that there was no effort made by the station to present the opposite point of view." He said that should the Commission interpret that decision to mean only a licensee may not editorialize, then he recommended a rule be adopted to permit editorializing providing there is included the obligation that the licensee "present, in similar manner and with equal opportunities and skill, opposing points of view."

A statement by Russell Smith, legislative secretary, National Farmers Union, opposing editorializing and presenting a detailed account of relations with Fulton Lewis jr., MBS commentator, was read to the Commission by Angus McDonald. In reply to cross-examination by Louis Caldwell, attorney, Mr. McDonald stated he was a writer for *New Republic* and was not a member or officer of the NFU. He stated he was a good friend of Mr. Smith and has written on farm problems. The lengthy Lewis references concerned efforts to reply to the commentator's alleged attacks upon cooperatives.

Rev. Carl McIntire, secretary of the American Council of Christian Churches, testified that radio should be as free as the press, that it is in the public interest for stations to have opinions and for the people of a community to know where their radio station stands.

Rev. McIntire indicated that if stations were permitted to editorialize "radio then must be responsive to the reaction of the public to its opinion" and it "would be more sensitive and more concerned about its standing and respectability before the community."



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GENEVA

NAB's Howard Not Among U. S. Delegates

U. S. DELEGATION which shoves off this week for five-power High Frequency Broadcasting Planning Conference in Geneva March 22, will not have an NAB representative, it was learned last week.

It had been tentatively planned to send Royal V. Howard, NAB director of engineering, but the coming NARBA conference and pending Congressional hearings in which NAB is interested were said to be the reasons for passing up the high frequency meeting.

The NAB board, at its meeting late last month [BROADCASTING, Mar. 1] appropriated $150,000 for participation in international conferences, but decisions on specific expenditures were left to President Miller.

Meanwhile, in a letter to Secretary of State George C. Marshall, Acting Chairman Charles W. Tobey (R-N.H.) and Sen. Ernest W. McFarland (D-Ariz.) of the Senate Interstate & Foreign Commerce Committee urged the department to "resist any action to upset the table of allocations made at Atlantic City that may be attempted at the High Frequency conference in Geneva."

Marshall Promised Support

The Senators said they were "seriously concerned" over reports that "certain American commercial communications interests are seeking to secure changes" in the Atlantic City decisions. They promised their "strongest support" for any action aimed at retaining the adopted allocations and urged the Secretary to "make it a regular practice to invite official representation from this committee at all international communications conferences."

The five-power committee has been assigned the task of allocating a limited number of channels to individual nations whose total requests already are said to exceed 1,200 stations.

The American delegation may be expected to push for a compromise between the schools of thought of the engineers who want a 20 kc separation of channels and the program people who desire less separation in order to accommodate more stations. The fact that almost every nation in the world plans some high frequency activity is expected to complicate the problem.

The U. S. delegation of 15, headed by Forney A. Rankin, associate chief of the State Dept.'s IBD [BROADCASTING, Feb. 23], will include representatives of NBC, CBS, RCA, Associated Broadcasters, State Dept., Commerce Dept., FCC and armed forces.

Text of the letter written by Senators Tobey and McFarland to Secretary Marshall is as follows:

My dear Mr. Secretary:

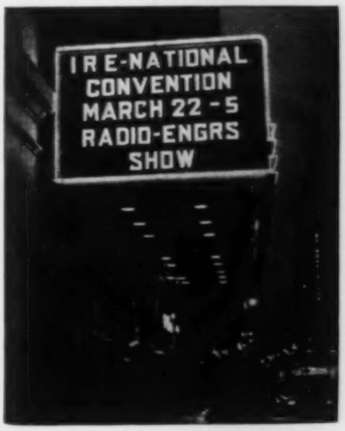
In our respective capacities as acting chairman of this committee, which is charged by law with responsibility for communications generally, and as a committee member who was an official Congressional observer at the Atlantic City conference, we are seriously concerned over reports that have reached us that certain American commercial communications interests are seeking to secure changes in the high frequency broadcast band allocations made at the recent Atlantic City conference.

Apart from the fact that any such action at this time might play into the hands of other countries, we believe that efforts by private commercial interests to accomplish changes in an international agreement openly and fairly arrived at should not be condoned; we regard such maneuvers as ill-advised and we trust that the Department of State will not hesitate to act firmly in the premises.

We believe that the cognizant officials in your Department do not look with favor at these efforts; we believe that they regard the agreements reached at Atlantic City as the most satisfactory achievement possible in order to meet the demands of the 73 sovereign states there represented, and that while neither our Government services nor the private communications services were completely satisfied with all the allocations, compromises were necessary to meet the conflicting demands for frequencies. It should be noted, however, that the high frequency band finally allocated was wider than that proposed by the United States.

This letter is written to inform you that you will have our strongest support in resisting any action to upset the table of allocations made at Atlantic City that may be attempted at the High Frequency conference in Geneva later this month and at the conference to follow at Mexico City. We believe that our Governmental and general commercial requirements will be more adequately served by preserving at this time the band allocations made at Atlantic City. Incidentally, we cannot help observing that in our opinion your Department and our Government's interests will be better served if the Department would make it a regular practice to invite official representation from this committee at all international communications conferences. We need not remind you that a closer liaison between legislative committees of Congress and the executive departments, particularly in matters which later will require Congressional action, contributes to the public interest.

BROADCAST
ENGINEERING
DISPLAYS!



Will highlight the 1948
Radio Engineering Show

120 technical papers, many on broadcasting subjects, and 175 engineering exhibits will help to keep broadcast men up-to-the-minute. 4 days, $3.00 Registration. Grand Central Palace.

THE INSTITUTE OF RADIO ENGINEERS
Adv. Dept. 303 West 42nd St.
New York 18, CI 6-6357

Security

(Continued from page 16)

the subcommittee by vote of the conference, were: Lyle C. Wilson, general manager, Washington UP office; Relman Morin, chief, Washington AP bureau; Justin Miller, president, NAB; William Chenery, publisher, *Collier's* Magazine and chairman, Editorial Committee of the National Assn. of Magazine Publishers; Walton C. Ament, vice president and general manager, Warner Pathe News, representing all newsreels, and Gene Dawson, president, Aviation Writers Assn.

A BROADCASTING straw poll of those attending the conference revealed that:

- Little headway was achieved.
- All were in agreement that Mr. Forrestal had a very serious problem to resolve.
- No plan had yet appeared which would provide a feasible balance between the evils of peacetime censorship and the dire consequences of security "leaks."
- Both news and defense factions were earnestly searching for a solution, which remains out of sight.

Mr. Wilson declined to speak for the newspaper industry. During the conference "there was no consensus expressed and no poll taken," Mr. Wilson said. "I think it will be found (by the subcommittee)," Mr. Wilson predicted, "that it will not be necessary to set up any (regulatory) machinery."

Mr. Morin, in discussing the ultimate outcome of the subcommittee studies, said he "wouldn't be able to make a guess yet."

"Everyone recognized the problem," Mr. Morin continued, "but those of us who participated in the session were far from being clear as to whether newspapers constituted the greatest security threat." He cited the armed forces themselves and Congressmen and Senators as other threats. The subject matter offered at the conference, Mr. Morin said, "was much too ambiguous to put your finger on."

Points to Source

The Washington *Evening Star* editor said he believed that all those present at the conference "realized the seriousness of the problem with which Mr. Forrestal is confronted, but also were aware of the pitfalls of peacetime censorship."

Mr. McKelway added that they also were in agreement that in airing his vexing problem Mr. Forrestal "is not trying to sell anything." He opined that "the No. 1 place to stop leaks is at the source."

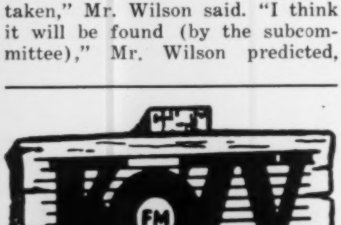
Asked if he felt there was opposition to a peacetime censorship plan, as severe in character as that imposed during wartime, Mr. McKelway acknowledged that there was among the conferees a prevailing spirit "of skepticism as to whether it would work."

Capt. Robert Berry, aide to Secretary Forrestal, said he was not in a position to measure the temper of the conferees because, at the suggestion of the National Defense Dept., all military personnel were barred from the conference room at the conclusion of their introductory remarks.

"Everyone recognized," Capt. Berry explained, "that a problem existed." He, too, conceded that "the method of solution is the most difficult part."

News representatives attending the security conference besides Messrs. Wilson, Morin, McKelway, Williams, Dawson, Ament and Miller were:

Barry Farris, editor-in-chief, INS; M. M. Oppegard, vice president, Inland Daily Press Assn.; Robert V. Brown, editor, Editor & Publisher; William L. Daley, Washington representative, National Editorial Assn.; Paul Wooton, president, National Conference of Business Papers Editors; Edwin Balmer, editor, Red Book of National Assn. of Magazine Publishers; Eugene Duffield, McGraw-Hill Publications; Perry Githens, Popular Science Monthly; H. P. Forman, president, House Magazine Inc.; Davidson Taylor, vice president and director of public affairs, CBS; Kenneth Berkeley, vice president, ABC; William F. Brooks, vice president, NBC; A. A. Schechter, vice president, MBS; Louis G. Caldwell, Washington attorney for Clear Channel Broadcasting Service; J. R. Poppele, president, Television Broadcasters Assn.



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1942
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NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET
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O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

INTERVIEWING

Change in Technique Ordered by Hooper

A REVISION of C. E. Hooper Inc. telephone interviewing technique to "nullify" alleged inflation of audience figures owing to promotion programs will be undertaken in cities where stations broadcast shows patterned after the *Don't Say Hello; Say WNOE* program in New Orleans.

The research firm made that announcement last week following its earlier report that it would publish abridged city Hooperating reports for New Orleans.

Several weeks ago the firm said it would suspend its fall-winter New Orleans report because a WNOE promotion campaign had encouraged New Orleans residents to answer their telephone by saying "WNOE" instead of "hello," thus assertedly distorting the Hooper figures.

The company a fortnight ago modified its original ban and said it would issue a New Orleans report covering all stations save WNOE.

Anticipating that programs similar to that on WNOE might be encountered in other cities, the Hooper firm said that it had "inaugurated [a] technique of interviewing to nullify . . . any advantage that might accrue to a 'Don't Say Hello; Say ——' campaign."

Hooper interviewers have been instructed to make clear that they are not representing any station when they call. If the respondent says a catch phrase inspired by the promotional program, the interviewer will say:

"This is not (call letters) or any other radio station calling. I am a Hooper interviewer. There is no reward for answering my question. I would appreciate your sincere response. Were you listening to your radio just now?" From then on the interview will proceed as usual.

RADIO NEWSMEN PRESS CAPITOL BAN ISSUE

UNDETERRED by seeming passive resistance of the House Foreign Affairs Committee and its ban on radio, television, and newsreel coverage of hearings [BROADCASTING, March 1], the Radio Correspondents Assn. is going ahead with plans to force the committee into affirmative action.

The association, through its president, Albert L. Warner of MBS, will formally request, possibly today, that radio and television be allowed to air the hearings when Mai. Gen. Claire Chennault testifies later this week. This will necessitate a yes or no reply from the committee.

The correspondents' previous protest against the committee's ban a fortnight ago was cordially received by Chairman Charles Eaton (R-N. J.) and promised "sympathetic attention." But no decision has been forthcoming from the committee since that time.

Nielsen to Service L. A., West Coas

WEST COAST regional and Lo Angeles area services will b launched by the A. C. Nielsen Co "beginning with data for April" the company announced last wee

The announcement coincide with disclosure that the Don Le Broadcasting System and CBS have subscribed to Nielsen Radi Index Pacific Networks reports and that CBS, in addition, has become a pioneer subscriber to NRI Lo Angeles area reports.

"We have strongly urged Nielsen over the last year and a hal to render reports on the Pacific Networks' listening audiences," said Lewis Allen Weiss, vice president and general manager of Do Lee, who signed for the new service. "These reports will be representative of the entire Pacific Coas audience rather than of a few individual cities," he added.

D. W. Thornburgh, vice preside of CBS Western Division and general manager of KNX Los Angele said he expected the Los Angele area reports to reveal "many ne facets of practicable and usabl audience information."

The Nielsen service will includ data on competing network coverage, volume of network listenin shares of total minutes listene (all for different segments of th broadcast day) and quarter-hou program ratings (furnishe monthly), plus early morning an late evening ratings.

Berend to Supervise

BUD BEREND, NBC Wester Division sales manager, last wee was given supervisory control o the promotion department. Hele Murray Hall, acting promotio head since exit of Robert J. M Andrews to Young & Rubicam Inc was named promotion departmen manager.

CHRONOGRAPHS
17 JEWEL 2 PUSH BUTTON

WRIST WATCH
STOP WATCH
TELEMETED
TACHOMETED

INCABLOC SHOCK RESISTANT FEATURE
• Sweep Second Hand
• Radium Dial • Anti-Magnetic • Unbreakable Crystal. (formerly $71.50)
IDEAL FOR
• Physicians • Engineers
• Radio Men • Sportsmen
• Photographers • Aviators
$29.75
GUARANTE
MONEY BACK
If not satisfied for any
Also available in 18-k Gold Cas
$64.50 (plus 10% tax) formerly $12
ADLEW JEWELER
OPEN TILL 10
117 West 42nd Street, New York

Clear Channel

(Continued from page 14)

stations reportedly could be affected adversely by competition from distantly located powerful clear channel stations.

In any event, these reports led Senator Johnson of Colorado to introduce a bill which would prohibit power in excess of 50,000 watts and to permit duplication of present clear channel frequencies. The latter action would, of course, help alleviate the present scarcity of AM frequencies. Pending hearing and final consideration of this bill, this Committee voted unanimously to advise the Federal Communications Commission to hold in abeyance any decision in its clear channel case.

Hearings on the Johnson Bill before the full Interstate and Foreign Commerce Committee will begin on or about April 5. This Committee is anxious to learn the facts, all the facts. It believes that licensees themselves are the best authority on these facts. Enclosed herewith are a copy of the Johnson Bill and a copy of our letter to the Commission. We invite your full and frank comments. If you plan to testify, please notify the committee promptly. If you cannot be present, we shall be pleased to make your letter or comment a part of the record.

Sincerely yours,
CHARLES W. TOBEY
Acting Chairman

K&E Borden Show Moves To N. Y., Wolfe to Coast

CONSIDERABLE reduction in radio activities in Hollywood office of Kenyon & Eckhardt Inc. has taken place with moving East of agency's *Borden Show* (Borden Co., New York). Program will originate from New York following March 31 broadcast.

Mr. Wolfe

Personnel changes effected by the program move will bring Robert Wolfe, associate radio director of agency's New York office, to Hollywood as office head, replacing Clare Olmstead, resigned. Jesse Butcher, assistant to Mr. Olmstead, also leaves.

Hollywood office still retains two shows on Coast, half of Tom Breneman's *Breakfast in Hollywood* (Kellogg Co., Battle Creek, Mich.) and *Noah Webster Says* (Wesson Oil & Snowdrift Co. Inc., New Orleans).

PHILADELPHIA'S
No. 1 Station

FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL

10,000 Watts
WIBG

[illegible] Nationally by Adam J. Young, Inc.

IT TOOK a radio station to win an Outdoor Advertising Award for 1947, and here is Frank Carman, general manager of KUTA Salt Lake City, having his winning sign pointed out to him by Henry Faulkner, chairman, Advertising Club Awards banquet. KUTA tied in its call letters to the state name, Utah, which celebrated its centennial in 1947.

WRS

(Continued from page 14)

izations of their networks.

These events, in large measure, were responsible for the formation of the Natl. Assn. of Radio Station Representatives and the subsequent filing of complaints with both the Dept. of Justice and the FCC against network representation of independently-owned affiliates.

Mr. Conley stressed the fact that the change in representation was not occasioned by any dispute or dissatisfaction with the NBC organization. He intimated that the decision was based solely on strict business principles, the best offer being accepted.

The NBC representation for Westinghouse began in June 1940, and in the words of Mr. Conley "they did an excellent job for us and our relations with them are cordial."

Solicitations Made

But about six months ago it became known that the NBC Spot Sales contract would run out Dec. 31, 1948. Seven or eight national representative organizations began working. They approached WRS and found that the organization would listen to offers.

"The presentations made by all the organizations were well done. There was little to choose between them," said Mr. Conley.

The Free & Peters organization, however, had an edge on all its competitors before the presentations started. F&P already had represented one of the WRS stations, WOWO, prior to June 1940. When it had to give up the assignment after NBC took over for the whole Westinghouse string, the fact that F&P had done a good job at that time and had yielded graciously to its successor was undoubtedly a factor during recent negotiations. However, those inside, declare that the whole matter was decided merely as a "cold business deal," with the best offer winning.

It also is known that NBC Spot Sales sought a contract renewal. It is known that its offer was given very serious consideration because of the esteem in which Westinghouse held it. It just failed to match the F&P offer, it is understood.

During the negotiations, which were held in the Philadelphia WRS headquarters, it became known that three possibilities were being considered: NBC continuance; a new representative, or establishment by WRS of its own sales organization.

So seriously was the latter project being considered that it is not impossible that Westinghouse may still set up such an organization to work along with Free & Peters.

With acquisition of the Westinghouse account it is understood F&P plans to expand its staff. It is expected that personnel will be added to handle Westinghouse exclusively. Since the contract, effective the first day of 1949, runs for three years, F&P will be able to do long-range planning in taking on people and laying out its campaign.

The contract, negotiated for WRS by Mr. Conley and for F&P by H. Preston Peters, covers only standard stations. Westinghouse television and FM time, when available for commercial sponsorship, will be the subject of separate representative transactions.

Quaker Oats Firm Realigns Accounts

QUAKER OATS Co., Chicago, sponsors of *Those Websters* on MBS, Sun., 5-5:30 p.m. (CST), has appointed Sherman & Marquette, Chicago, to handle advertising for its Quaker Oats product effective July 1. Firm simultaneously announced a realignment of other accounts among its three agencies.

In line with the realignment, the agency announced three new appointments to its staff. They include: Clifford Bolgard, formerly with Young & Rubicam, as media director; Charles Wilcox, formerly with Batten, Barton, Durstine & Osborn, as research director, and Chester Miller, formerly with Dancer-Fitzgerald-Sample, as head of copy and planning. They formerly were situated in Chicago offices.

Lineup of new accounts includes following assignments: Sherman & Marquette—Quaker Oats, Puffed Wheat and Puffed Rice, Sparkies, Ful-O-Pep feeds and Pack-O-Ten; Ruthrauff & Ryan—Ken-L-Ration, Quaker Corn Goods, Quaker Flour and Quaker Farina, and LaRoche & Ellis—Aunt Jemima pancake flour, Muffets and Aunt Jemima ready-mixes.

With the exception of Sherman & Marquette, none of the agencies disclosed any realignments within their own offices.

ABC Files Delay At SEC on Stock

DELAYING amendment was filed with the Securities and Exchange Commission in Washington last Wednesday by ABC on its request to sell 250,000 shares of its $1 par value stock [BROADCASTING, March 11].

The amendment gives ABC 20 days or until March 23 to decide whether to amend its statement in accordance with SEC recommendations or whether to withdraw it. If neither of these actions is taken, the company could conceivably file another delaying amendment.

The network plans to sell the stock to its affiliates as soon as the statement becomes effective. Price of the stock cannot be determined, however, until SEC approval is obtained.

Proceeds would be used for capital expansion and tentative plans call for spending of over five million dollars for television facilities alone.

NBC Gross Income

NBC's 1947 record gross of $65,690,001 contributed to the RCA gross income of $314,023,572 for that year [BROADCASTING, March 1]. The NBC figure represented an increase of 7.6% over 1946.

Baltimore's
Listening
Habit
WCBM

MUTUAL
BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston,
Detroit, Atlanta, Hollywood,
San Francisco

Standardized Time

(Continued from page 15)

have a difficult time obtaining a majority in both Houses.

To add to the confusion, Sen. J. Howard McGrath (D-R. I.) has a bill pending on the Senate calendar which would empower the District of Columbia Commissioners to decide whether that area will adopt daylight time. The bill was passed last year on a one year trial basis and the current bill makes the Commissioners' power permanent.

Sen. McGrath's bill has been favorably reported by the Senate District Committee and is slated to be called up within a few weeks. Chances for its passage are conceded to be good by Congressional observers.

Favorable action on the Rhode Island Senator's bill would also indicate little chance for either of the uniform time bills pending before the Senate Commerce Committee.

Interest in the broadcasters' plight was given by a spokesman for Sen. Overton as one of the principal reasons for introducing his bill. The Louisiana legislator claimed support of his measure by the National Grange, American Farm Bureau Federation, a federal employes' union with 10,000 members, and a letter carriers' group.

Following is the text of Sen. Reed's bill:

To amend an act to save daylight and to provide uniform time for the United States.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

That the first sentence of section 2 of an Act entitled "An Act to save daylight and to provide standard time for the United States," approved March 19, 1918 (U.S.C. 1940 edition, title 15, sec. 262), is amended to read as follows: "Within the respective zones created under the authority hereof the standard time of the zone shall be the standard measure of time for all purposes."

SEC. 2. That the Act entitled "An Act to save daylight and to provide standard time for the United States", is amended by adding after section 4 the following:

"SEC. 5. That at 2 o'clock antemeridian of the last Sunday in April of each year the standard time of each zone shall be advanced one hour, and at 2 o'clock antemeridian of the last Sunday in September in each year the standard time of each zone shall, by the retarding of one hour, be returned to the mean astronomical time of the degree of longitude governing said zone, so that between the last Sunday in April at 2 o'clock antemeridan and the last Sunday in Septemeber at 2 o'clock antemeridan in each year the standard time in each zone shall be one hour in advance of the mean astronomical time of the degree of longitude governing each zone, respectively."

SEC. 3. That the Act entitled "An Act to save daylight and to provide standard time for the United States", is amended by adding after section 4 the following:

"SEC. 6. (a) No other time than the time established in this Act as the standard time for the zone in which any place of business engaged in interstate commerce is located shall be employed, maintained, or used at such place of business in connection with such business. Any person knowingly and willfully violating the provisions of this subsection shall be fined not to exceed $100.

"(b) No other time than the time established in this Act as the standard time for the zone in which any officer, agent, or enployee of the United States, or of any Territory, or of any political subdivision thereof, is located, shall be employed, displayed maintained, or used by such officer, agent, or employee, in the course of his official duties. Any such officer, agent, or employee, knowingly and willfully violating the provisions of this subsection shall be fined not to exceed $100."

SEC. 4. Section 5 of an Act entitled "An Act to save daylight and to provide standard time for the United States", is redesignated section 7.

AGENCY representatives meet Johnny Bradford, singing editor who handles WNBW Washington's "NBC Television Magazine," following March 2 preview of the show arranged for agency people by Mal Glascock (second from r), NBC Washington sales director. Mr. Bradford (third from r), under seven-year contract to RCA Victor Records, presents copy of his first record release for that firm to Mrs. Henry Kronstadt, of Kronstadt Agency. "NBC Television Magazine," launched on same day as preview, is aired by WNBW Tues.-Sat., 7:05-7:35 p.m. Program uses magazine cover format for introduction, with each five-minute segment introduced by a magazine page, sports, fashions, letters to the editor, etc. Front row, l to r: John Barnes, Robert J. Enders Agency; Esther Kravitz, Kronstadt Agency; Hariot Stem, Harwood Martin Agency; Mrs. Kronstadt; Mr. Bradford, Mr. Glascock; Charles DeLozie, WNBW sales representative. Back row, l to r: Bill Seth, NB Spot Sales; Jim Gillis, NBC Spot Sales; Ross Filion, Hec Co., Washington department store; Mark Garvey, Advertising Inc.; Marshall Worcester, Courtland D. Ferguson Agency

Oklahoma's Strongest
LISTENING HABIT
WKY
OKLAHOMA CITY
Represented by the Katz Agency, Inc.
Develops Strong
BUYING HABITS

duPont

(Continued from page 15)

former NAB President.

Arrangements have been in charge of Mrs. duPont, Mr. Aylesworth, first president of NBC and foundation advisor to Mrs. duPont, and William H. Goodman, secretary of the foundation.

Basis for the WFIL honor is believed to be its intensive campaign for tuberculosis control, including many and varied promotional efforts. All activities revolved about the station slogan "X-ray, X-plore and X-pell."

Mr. Murrow joined CBS in 1935 as director of talks and education after serving as assistant director of the Institute of International Education. In 1937 he became chief of CBS European staff in charge of the London office and spent two years abroad in government service. Upon his return to the United States in 1945, he was elected CBS vice president to supervise all news, special events, educational and kindred broadcasts. He foresook this executive position later to return to the microphone.

Cited by George VI

For his war service he was awarded the Most Excellent Order of the British Empire by King George VI in 1947.

The duPont awards, established six years ago, are given in memory of the late financier, who was a devoted radio listener. Prizes are supplied from a permanent trust fund originating from Mr. duPont's estate.

Previous winners of the duPont awards were: 1946, WHO Des Moines, WKY Oklahoma City, Elmer Davis; 1945, KDKA Pittsburgh, WNAX Yankton, S. D., Lowell Thomas; 1944, WJR Detroit, WTAG Worcester, Mass.; H. V. Kaltenborn; 1943, WLW Cincinnati, WMAZ Macon, Raymond Gram Swing; 1942, KGEI San Francisco (shortwave station then operated by General Electric Co.) and Fulton Lewis jr.

WNBY NOW WNBQ

NBC Video Change Furthers "NB" Theme

CALL LETTERS of NBC's television station in Chicago have been changed from WNBY to WNBQ, I. E. Showerman, vice president in charge of the Central Division, announced March 3.

Change was made for two reasons, NBC management indicated: (1) To eliminate possible listener confusion in the Chicago area because of phonetic similarity between WNBY and WMBI, Moody Bible Institute's Chicago AM station, and (2) to more closely parallel the letters of the network's AM station, WMAQ.

Considering possible alternatives to WNBY, company officials discovered that the WNBQ call already was assigned to a 25-w relay transmitter operated by NBC Central Division's engineering department for special events and news relay work. Request for a switch in the two calls was granted by FCC last week.

The network pointed out that the change further emphasizes the network trend toward inserting "NB" in the call letters of its stations.

15-Inch TV Tube

A FLAT-FACED 15-inch video tube giving a picture of 135 square inches, about 12 square inches larger than produced by oval-shaped tubes of the same diameter has been announced by Zetka Laboratories, Clifton, N. J. Company reports that new processing methods provide for a clear black-and-white picture with "distortion virtually eliminated." An ion trap does away with the ion spot found in some tubes, Zetka says.

Disc

(Continued from page 20)

ard Radio, to go through with personal contracts in fear of union expulsion. These units are Ike Carpenter, Mischa Novy, Jimmy Zito and The Bachelors, according to Standard.

Capitol Records likewise has been balked in a move to induce contract artists to perform. The Capitol strategy, however, is not known since the company's executives refuse to comment. Smaller record companies in Los Angeles were reported to be planning nonunion recording sessions in defiance of AFM.

Although Phil Fischer, AFM Local 47 representative, would not comment, it was learned that he had telephoned one independent recording studio rumored to be renting its facilities for nonunion recordings. He is said to have asked the studio manager if such was the case.

The manager was placed in a dilemma since support of the union might involve a secondary boycott while compliance with a nonunion request for facilities would risk possibility of a union blackball at a later date.

Petrillo Asked to Set Date

Text of the letter sent to the AFM president by Standard Radio follows:

"You will please take notice that this company, Standard Radio Transcription Service Inc., hereby makes demand upon you as the collective bargaining agent for our employes who are members of the AFM to meet with us and confer with us in good faith with respect to wages, hours, terms and other conditions of employment and/or the negotiation of an agreement and/or new questions arising thereunder in the execution of another contract at such time and place as you shall indicate within a reasonable time of the date hereof.

"In the event you fail to indicate such time or place within 15 days of the date hereof, to begin such conferences, such time and place shall be in the offices of this company at 140 N. Labrea in City of Los Angeles at 10 a.m. March 22, 1948.

"Please be advised that this notice is given to you in conformance with the Labor Management Relations Act of 1947."

The letter contained this note: "In the event you are not the authorized collective bargaining agent for the AFM kindly advise us who is."

Though AFM has not permitted its members to perform for television, except in a few isolated instances, the AFM Washington, D. C. local last week granted permission for five members of the National Symphony to appear on the *Capital Citizen* program of WNBW, NBC Washington TV outlet.

Paul Schwartz, AFM local president, explained that the performance was in connection with a drive to raise funds to finance the symphony next season. He added that the permission had no relation to the AFM's national policy and that it was purely a one-time community promotion broadcast. The program was scheduled at 8 p.m. March 9.

The conferences were recessed following an interim agreement by the networks and the AFM late in January when the parties elected to continue the present musicians' contract 60 days beyond its scheduled expiration date. Jan. 31.

Meanwhile, it became known that James C. Petrillo, president of the AFM, had broken precedent by hiring a publicity agent, Hal Leyshon & Assoc., New York, to represent the union.

Mr. Leyshon, who also has opened an office for the publicity division of the Democratic Party in New York, confirmed reports that he had been retained by the musicians' union and said he had signed "a term contract." The terms were not disclosed.

Heretofore Mr. Petrillo has conducted his own publicity matters.

BASEBALL

Atlantic Refining's 13th Season of Sponsorship

ATLANTIC REFINING CO. is completing arrangements for its 13th consecutive season of sponsorship of professional baseball broadcasts, according to an announcement by Joseph R. Rollins, firm's advertising manager.

Regional networks will carry all the home games of the Philadelphia Athletics and Phillies throughout Eastern Pennsylvania, all the games of the Pittsburgh Pirates in the western part of the state, contests on the road to be reconstructed, and the home games of the Boston Red Sox and Braves in the New England States.

In addition, the home games of the Athletics and Phillies will be televised from Shibe Park over WPTZ Philadelphia. All games played by Baltimore Orioles in the International League will be broadcast over WITH Baltimore. The road games will be reconstructed.

The company, which is arranging for co-sponsorship of all the games, already has made assignments of announcers, Mr. Rollins said. In Philadelphia Byrum Saam and Chuck Thompson will handle aural while Claude Haring will do the television. In Boston Jim Britt and Tom Hussey will announce the play, while in Pittsburgh, Rosey Rosewell and Bob Price will do the games. Bill Dyer drew the Baltimore assignment.

A two-day session for members of the announcing staff was held in Philadelphia's Warwick Hotel Feb. 28-29 to bring the members up to date on rules, the handling of commercials and the quality of products to be discussed on commercials.

Participating in the discussion were: Mr. Rollins; Hugh Field, director and manager of Atlantic's research and development department; Charlie Berry, American League umpire; Frank Shaughnessey, president of the International League, and Norton Cotterill, Les Quailey and Tom McMahon, of N. W. Ayer & Son, the advertising agency which has directed the company's sports broadcasts since their inception in 1936.

On the Spot Spots

THE PEPSI-COLA CO. has placed several thousand fountain dispensers throughout the country which play the opening announcement of its radio commercial "Pepsi-Cola Hits the Spot" when the dispensing lever is pulled down. Thus with every Pepsi-Cola the customer receives a five- or six-second commercial. The spot runs about 15 seconds on the air. Firm's account is handled by Newell-Emmett Co., New York.

TV Rights to Grid Giants on Flat Fee

THE NEW YORK football Giants, which last fall sold the television rights to their Sunday afternoon games on a flat fee basis, after two years of permitting them to be televised without charge, are offering the rights for the 1948 season on a variable basis of payment in accordance with the size of the video audience for these broadcasts.

Plan was evolved by George H. Rohrs of the Giants following an analysis of the entire subject of sports telecasts and their effect on attendance.

SLEIGHT-OF-RADIO

Liberals Brief N. C. On Time Grab Art

CUTE tricks useful in getting Wallace-for-President propaganda on the air and parrying charges of communistic connections have been developed by the Wallace campaign managers.

The third-party techniques, unveiled before a "Tar Heel Students for Wallace Rally" held Feb. 28, at Chapel Hill, N. C., are described as part of the basic "progressive" policy during the Presidential elections.

Details of the policy were revealed in the Feb. 29 issue of the *Raleigh* (N. C.) *News and Observer*, which operates WNAO Raleigh.

Two specialists in liberal-front promotion, Mary Price, a well-known progressive leader, and Mike Ross, CIO organizer, tipped off the group of 126 students, instructors and visitors at the U. of North Carolina rally on the propaganda techniques to be used during the election campaign.

As to radio, this basic instruction was included in a packet of propaganda material and the oral suggestions, as reported by the newspaper were:

"Get on the radio stations. There are many which give free time, especially to college groups, if you sell them on the idea that it is a public service feature. Ask for time to hold a forum with candidates of other parties taking part. A good trick is to offer four persons to debate the third party issue or other issues. You don't bother to explain that all four are pro-Wallace."

Another tip:

"Get into organizations, and try to get pro-Wallace speakers on the program. Newspapers and radios generally will carry speeches made at civic clubs when they might otherwise refuse them."

And another:

"If people call you a Red, brush it off as a smear. If they go too far, remind them that they can be sued for libel. Go push the *New Republic*, liberal magazine. It carries Wallace's speeches."

World Handbook

BECAUSE of the "increasing importance and rapid growth of international broadcasting" a world radio handbook for listeners has been published and edited by O. Lund Johansen, Copenhagen, Denmark. The 96-page paper-bound volume lists the short and long wave stations throughout the world which may be heard regionally and generally.

In Utah -

— more than 78% of the population and 86% of the buying income are concentrated in 9 counties where KDYL is the *popular* station.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

**National Representative:
John Blair & Co.**

Stay Out

(Continued from page 13)

favoring U. S. control of excessive radio advertising compared to 54% for self-control by radio and 22% specifying nobody. On the other hand, listeners were evenly divided on the matter of keeping profits of stations from becoming too high.

As to responsibility for carrying both sides of public issues, 23% mentioned the government, 58% preferred self-regulation by radio.

In Question 11, 76% would rather have advertising than pay a $5 program license fee to the government, with 20% favoring this fee. This question was framed to meet objections of radio critics that the 1945 question created an impossible hypothetical situation, the listener this time being promised the same program service.

Not quite half (9%) of this 20% group favoring a $5 fee would be willing to pay $10, it was found, and only a fourth of the latter (2%) would pay $25 a year.

These results, according to Dr. Lazarsfeld, provide "a clear picture of what a vote would look like if people had to decide between industry and government regulation." They also indicate the potential market for subscription radio, after allowing for rural factors.

The 1945 survey showed 13% would pay $5 a year, 6% $10, 1% $25. However, the questions are different and results are not considered comparable because the same program service was not promised in 1945. In any case, each shows that more than three-fourths of listeners would rather have advertising than pay a $5 fee.

Listener opinion of radio advertising parallels the 1945 results, with 32% in favor of advertising on the air, 35% "don't particularly mind," 22% "don't like but I'll put up with it," 9% flatly against it and 2% don't know.

In a series of eight questions on commercials, it was found that highest agreement came on the three questions favorable to advertising. Dislike of commercials was found more pronounced in higher educational and socio-economic levels, according to Dr. Lazarsfeld, who said the figures may portend mounting criticism of commercials in view of the rising educational level. Low income groups, while less critical of commercials, are more in favor of regulation.

Dr. Lazarsfeld made a side study of an apparent inconsistency in the positions of 258 respondents who in general believe private industry rather than government should run radio but say the government should see there isn't too much advertising on the air. He traced this to desire to attain a specific goal despite general opposition to federal control.

He concluded that the first NORC survey greatly overestimated the number of people who are in favor of government regulation just as it greatly underestimated the number who want more serious programs.

Like the 1945 study, the current results show such a large majority of the population accepting radio advertising that Dr. Lazarsfeld feels the subject can be considered closed, with future surveys devoting more attention to other aspects of the radio scene. "At the moment, the matter is beyond reasonable doubt," he concluded.

As to regulation, he said, "The radio industry can obviously not do much to change people's general outlook on social matters. But it seems that by a judicious handling of their advertising policy, they would be likely to reduce the number of those who call for some kind of government regulation."

Dr. Lazarsfeld emphasizes survey indications that the desire for serious programs is increasing. He said this desire does not rise uniformly as education increases, but jumps up suddenly once a person has gone to college. He found many serious program listeners "even on the social level where it is not fashionable to be highbrow.

Not Promoted

"It might be that this kind of program is not well enough promoted or that these programs do not come at the right time," he suggested. Advent of FM stations, which he said must cater to more specialized audiences, was cited as a factor showing need of studying the problem. Inconclusive findings, he added, show that war experience may have made veterans more interested in serious programs.

In his conclusions Dr. Lazarsfeld noted that the position of radio hasn't changed in two years, at points where comparisons with 1945 data are possible. "It still has the same whole-hearted approval of the large majority of the population," he said, "and there is still the same sector of people who criticize radio mainly in reference to its advertising policy.

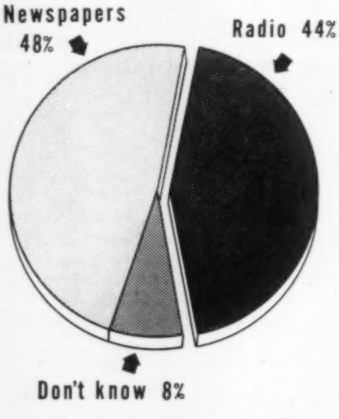
"There are some indications that within this constant picture there are some changes as to detail. While two years ago daytime serials were a rather controversial type of program, this time mystery programs seem to be more subject to criticism. In this survey more people than in the previous one are satisfied with the amount of local news they are getting over the air.

"It might well be that these details reflect the effect of our surveys on the broadcasters and station managers. Would it be too optimistic to assume that they notice the criticisms which we bring out and adjust their policies accordingly? Maybe we should take the general success of radio more for granted and in subsequent studies go into more detail of specific program types.

"The general changes in the social scene since the end of the war also seem to be reflected in our survey. Fewer people now than two years ago want the government to run a selected list of industries about which we questioned our respondents. I am in-

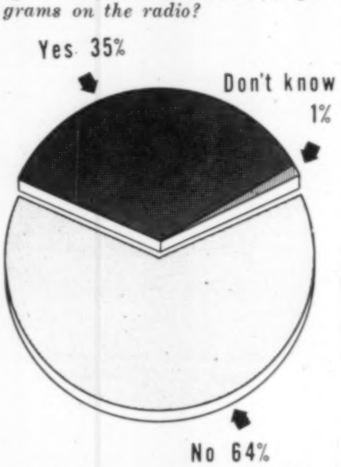
QUESTION 4

Where do you get most of your daily news about what is going on—from the newspapers or the radio?



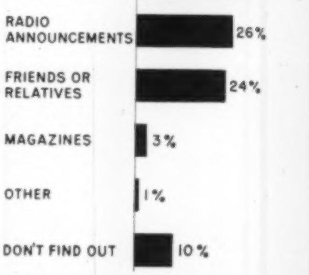
QUESTION 15

Do you usually make a special effort to find out about new programs on the radio?



QUESTION 16

How do you usually learn about new radio programs?



Hon. Charles C. Greene
Doremus & Co.
Chicago, Ill.

Dear Charlie:

Walter Reuther wuz in town t'other day . . . Big man in automobile unions, they tell me . . . Guess the REUTHER must be one of them new post-war cars . . . drive a 1929 Stuz Bearcat myself . . . always wuz the sporty type . . . Unions is a big thing in West Virginia and people is interested in what Mr. Reuther has to say. Although he wuz in Charleston only for about 4 hours, Mort Cohn interviewed him for broadcast . . . only station here to do it. Course, WCHS is just the Charleston station to do it, what with 5000 watts at 580 . . . plus CBS programs. It's just another reason why people always say, "in Charleston, WCHS is first in public service."

yrs.

Algy

WCHS

Charleston, W. Va.

IOWA
DES MOINES
KIOA

940 KILOCYCLES
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
DES MOINES

Sell IOWA with KIOA . . .

Iowa's Largest Independent Clear Channel Station

Ask any Paul H. Raymer Company Representative or write
STATION KIOA
John Boler, President
DES MOINES 9, IOWA

QUESTION 1

	Yes	No
Do you have a radio in working order?	91%	9%
Do you usually read a daily newspaper?	90	10
Do you usually read a weekly newspaper?	40	60
Do you read any magazine regularly?	61	39

QUESTION 2

In every community, the schools, the newspapers, the local government, each has a different job to do. Around here, would you say that the schools are doing an excellent, good, fair or poor job? How about the newspapers? The radio stations? The local government? The churches?

	Excellent	Good	Fair	Poor	Don't Know
Schools	13%	46%	21%	4%	16%
Newspapers	9	54	24	5	8
Radio stations	14	56	18	4	8
Local government	4	38	31	11	16
Churches	22	54	13	2	9

QUESTION 5

Do you ever feel like criticizing	Yes	No
When you read your newspaper?	68%	32%
When you see a movie?	57	43
When you listen to the radio?	67	33

QUESTION 7

A. As far as your own listening is concerned, is the radio giving too much time, about the right amount, or not enough time to . . .

	Too Much	About Right	Not Enough	Don't Know
News about other countries?	16%	59%	16%	9%
News about this country?	3	65	26	6
News about things around here?	2	67	24	7

B. How about the newspapers you read? Do they give too much space, about the right amount, or not enough to . . .

	Too Much	About Right	Not Enough	Don't Know
News about other countries?	14%	64%	12%	10%
News about this country?	2	72	19	7
News about things around here?	2	73	18	7

QUESTION 6

I'd like to ask you how fair radio stations and newspapers generally are. For example, do you think radio stations are generally fair in giving both sides of public questions? How about newspapers in general?

	Radio Stations	Newspapers
Fair	79%	55%
Not Fair	13	37
Don't Know	8	8
	100%	100%

(1) IF RADIO STATIONS NOT FAIR: *Who do you think is chiefly responsible for this—the radio station owner, the commentator or announcer who gives the news, the advertisers who sponsor the news programs, or someone else?*

	% Radio Owners	% Critics
Station owner	3%	26%
Commentator or announcer	2	18
Advertisers	4	32
Someone else	2	12
Don't know	2	12
	13%	100%

(2) IF NEWSPAPERS NOT FAIR: *Who do you think is chiefly responsible for this—the newspaper owner, the columnist or reporter, the advertisers in the paper, or someone else?*

	% Radio Owners	% Critics
Newspaper owner	19%	53%
Columnist or reporter	6	16
Advertisers	3	7
Someone else	5	13
Don't know	4	11
	37%	100%

clined to interpret this change in the following way. Right after the war, people were impressed by the efficient way in which the government handled all problems of war production. Now two years later, this memory has worn off and the traditional American stereotype that private industry is more efficient has come to the fore.

"The same interpretation seems applicable to the appraisal of newspapers in comparison to radio stations. During the war, the desire for immediate information on daily events was obviously overwhelming. As a result, radio's technological advantage as to immediacy made people overlook the fact that newspapers had the advantage of greater detail. Now that things have quieted down somewhat, more people than before get their news from the newspaper. Consequently, the whole attitude toward newspapers seems to have improved. Four-fifths of the respondents still feel that radio stations are fair (practically the same proportion of last time); but the proportion of respondents who feel that newspapers are fair has risen from one-third to one-half. . . . I still feel that the nature of the media is so different that comparisons based on such attitude data should be made with great caution if at all.

"In both surveys there is a question which asks people which of five institutions do an 'excellent job'. People have become more critical of all institutions, but least so regard to churches."

The 1945 survey showed 82% of listeners believing radio was doing a good to excellent job, but the figure dropped to 70% in the present study with little change noted for newspapers. The radio decline was ascribed to the enthusiastic public reaction in 1945 to radio's war service record.

A breakdown on comparison of radio and newspaper fairness in giving both sides of public issues was made. Taking the 13% who hold that radio is not fair, it was found that 3% blame station owners, 2% blame commentators or announcers, 4% advertisers, 2% someone else, 2% don't know.

On the other hand, nearly half (19%) of the 37% who consider newspapers unfair placed the blame on the owner, with 6% blaming columnists or reporters, 3% advertisers, 5% someone else, 4% don't know.

This was construed by one observer as a danger signal against editorializing by radio stations, since six times as many listeners blame the newspaper owner over the advertiser for unfairness, and three times as many blame the owner as against columnists or reporters.

Listeners are not very alert in seeking out new programs, it was found. Only 35% make a special effort to find them, with 64% making no special effort and 1% answering "don't know."

They learn about new radio programs through newspapers 45%, by dialing around 33%, by radio announcements 26%, friends or relatives 24%, magazines 3%, don't find out 10%, other 1%.

Conceding that most people listen to news broadcasts, the study showed that 52% otherwise listen to both serious and entertainment

(*Continued on page 86*)

"VIC" DIEHM SAYS:

It's been PROVEN

Your WAZL advertising dollar will result in direct sales gains. The annual earnings of this rich Anthracite and Industrial region of Pennsylvania totals $55,000,000 per year. That's a lot of money . . . and it's all spent in WAZL's coverage area. Contact WAZL or our National Representative

AFFILIATED WITH NBC - MBS

Robert Meeker Associates
521 Fifth Ave.,
New York City

WAZL

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 · Hazleton, Pa.

The Swing is to WHB in Kansas City

10,000 WATTS IN KANSAS CITY
WHB
DON DAVIS PRESIDENT
JOHN T. SCHILLING GENERAL MANAGER
Represented by JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

Stay Out, Uncle Sam

(*Continued from page 85*)

programs and are satisfied with what they get; 26% listen for entertainment and very seldom listen to serious or educational programs; 20% like both but wish there were more serious programs; 2% don't know.

Favorite shows ran roughly in this order—news, comedy, quiz and audience participation, dance and popular music, dramas (other than mystery), public issue discussions and talks, mystery, sports, semi-classical music, classical music, hillbilly and western, religious, farming, serials, livestock and grain reports, home-making programs.

The extent of radio listening is roughly the same as two years ago, though the tabular results are not directly comparable. Listening ranges from about 30% who don't listen in the day and 5% in the evening, to small portions who listen over six hours a day. Highest average listening ranges between 31-60 minutes to two-three hours daytime, and 31-60 minutes to three-four hours night.

FC&B Promotes Rood

A. EDWARD ROOD, for the past five years with Foote, Cone & Belding, New York, as assistant secretary-treasurer, has been elected a vice president of the firm.

QUESTION 8

Which one of these four statements comes closest to what you yourself think about advertising on the radio?

I'm in favor of advertising on the radio	32%
I don't particularly mind advertising on the radio	35
I don't like advertising on the radio, but I'll put up with it	22
If it were up to me, I'd cut out all advertising on the radio	9
Don't know	2

QUESTION 9

Here are some comments that have been made about radio advertising, or commercials. I'd like to know which ones you agree with and which ones you disagree with.

	Agree	Disagree	Don't Know
Commercials spoil the program by interrupting it	60%	36%	4%
Commercials give useful information about things you may want to buy	74	22	4
Commercials are boring and repetitious	58	35	7
Commercials are noisy and distracting	46	49	5
Commercials are worthwhile because they tell who pays for the program	65	26	9
Commercials claim too much for the product	60	28	12
Commercials are often amusing and entertaining	63	32	5
Commercials are often in bad taste	46	42	12

QUESTION 13

On an average weekday, about how many hours do you listen to your radio . . .

In the morning—from 6 A.M. to noon; In the afternoon—from noon to 6 P.M.; In the evening— after 6 P.M.

	Morning	Afternoon	Evening	Total
None, don't listen	29%	38%	5%	2%
Up to 15 minutes	6	3	1	1
16-30 minutes	11	8	4	2
31-60 minutes	20	17	16	6
Over 1 hour to 2 hours	15	17	27	14
Over 2 hours to 3 hours	10	8	22	16
Over 3 hours to 4 hours	5	4	16	13
Over 4 hours to 5 hours	3	2	7	10
Over 5 hours to 6 hours	1	3	2	10
Over 6 hours	*	*	*	26

QUESTION 14

Here's a set of cards listing different kinds of radio programs. Would you mind looking through those cards, and telling me the types of programs you like to listen to in the daytime?

Now which types of programs there do you like to listen to in the evenings?

	Daytime	Evening
News broadcasts	72%	74%
Comedy programs	21	59
Quiz shows, other programs where studio audience takes part	27	56
Dance and popular music	33	49
Complete drama plays (other than mystery)	15	46
Talks or discussions about public issues	22	44
Mystery programs	11	41
Sports programs	23	33
Semi-classical music	22	33
Classical music (symphonies, opera, etc.)	16	30
Hillbilly and western music	23	26
Religious and devotional programs	34	21
Talks on farming	16	9
Serial stories	39	8
Live stock and grain reports	14	6
Home-making programs	30	6
None	4	*
Don't know	*	1
Don't listen	10	3

---

* Less than 0.5%.

QUESTION 17

Of course, most people listen to news broadcasts on the radio. But which one of these statements best describes the way you yourself use the radio for other types of programs?

I listen to the radio mostly for entertainment and very seldom listen to serious or educational programs	26%
I like to listen to both serious and entertainment programs, and I'm satisfied with what I get now	52
I like to listen to both serious and entertainment programs, but I wish there were more serious programs	20
Don't know	2

Roesler Will Head '5th Network' Sales

Former Timebuyer Is Given Post With Paul Titus Group

GEORGE O. ROESLER, formerly a timebuyer with Henri, Hurst & McDonald Inc., Chicago, announced Wednesday he has been appointed sales manager of Radio America Inc., "Fifth Network" being formed by Paul M. Titus and associates (See story page 26).

Mr. Roesler, a founder of Broadcast Sales, which was absorbed by Taylor-Howe-Snowden Radio Sales last June, said he was named head of Radio America's sales organization following a conference in Chicago with Mr. Titus and Howard Pearl, one of his associates.

"Network sales offices will be opened in the near future in New York, Atlanta, Dallas, San Francisco and Los Angeles. Sales headquarters will be in Chicago," Mr. Roesler said.

He added that Radio America expects 300 stations "in all parts of the country" to join the network by May 15. Major studios will be in New York, Chicago and Los Angeles.

Ford Dealers Not Picking Up Package Sponsorship

FORD Co. dealers are not picking up sponsorship of the Louis Cowan package, *RFD America*, Thursdays on MBS, but the Ford Motor Co. has paid for the talent cost and will continue to do so until the end of the first 13 weeks (April 1). J. Walter Thompson, agency handling Ford dealers, originally had made the *RFD America* show available with a 13-week option to dealers who might have need for a farm service or advertising slanted specifically at the farm market. However, the dealers have discovered that the Fred Allen show (which they sponsor) on NBC, and a spot announcement campaign covers all their advertising needs, it was explained. After April 1 the show is scheduled to continue on the network. The Louis Cowan office has revealed that it has another sponsor interested in the program.

★ ★

5,433,574 People REMEMBER what they hear on . . .

PHILADELPHIA'S PIONEER VOICE

WIP

BASIC-MUTUAL

Represented nationally by EDWARD PETRY & CO.

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism

These daily hazards can be INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

Feature of Week

(Continued from page 10)

stand for some time as one of radio's contributions to the annals of news reporting.

A time log of activities at WPAY tells the stirring account by itself:

11:17 a.m.—The accident.

11:33 a.m.—WPAY news staffers had confirmed reports and placed the first bulletins on the air.

11:46 a.m. — Associated Press Bureau in Columbus broke news on wire after receiving a long distance call from the Portsmouth station.

11:48 a.m.—Follow-up broadcast by WPAY furnished details on victims killed in crash. Story cleared simultaneously by WPAY to AP.

11:48 a.m. (plus)—Columbus AP bureau requested pictures from WPAY and, assured they could get them, gave delivery instructions.

12:15 p.m. — Additional details broadcast.

12:30 p.m.—Reporters made first telephone calls to WPAY.

12:30 p.m. — WRFD Worthington, Ohio, took story from WPAY newsroom. WCPO Cincinnati also asked for coverage.

1 p.m.—WPAY aired information provided at 12:30 p.m. by reporters at scene. WCPO aired via wire recorder a 5-minute word picture it had received by telephone from WPAY. It repeated the broadcast at 2 p.m.

1:30 p.m.—Complete roundup story to AP by WPAY.

3:30 p.m. — Another roundup story to AP by WPAY.

5 p.m.—WCPO aired story with repeat broadcasts at 6 and 7 p.m.

6 p.m.—Complete 15-minute newscast given by WPAY. This included interviews with train passengers and roundup story with witness stories. Mr. Kuhn, in meantime, had been instructed to deliver his negatives to AP Huntington bureau. The negatives were developed and dispatched over wirephoto. AP Correspondent Dick Boyd told WPAY officials it was the first time, to his knowledge, that a station news staff had provided an AP wirephoto.

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS—NOW!

HALF A CONTINENT away, Dr. Kenneth Baker (l), NAB research director, had lunch with 150 members of the Minneapolis Ad Club and gave preview of NORC survey results. Grounded in Washington by weather, he addressed the club over a two-way telephone arranged by Merle S. Jones, manager of WCCO Minneapolis. A chair at the Minneapolis table contained a large photo of Dr. Baker. Eating some Maryland creamed chicken lunch in WTOP Washington studios were Earl Gammons (center), ex-WCCO manager who introduced Dr. Baker, and Rep. Walter H. Judd (R-Minn.), who addressed club.

'VOICE' SLASH

House Backs Committee

ACTION of the House Appropriations Committee in slashing the $34,378,000 requested for the "Voice of America" and allied activities to $28,000,000 [BROADCASTING, March 1], was backed up last week by the full House of Representatives.

Rep. John Taber (R-N.Y.), chairman of the Appropriations Committee, said he was not convinced the increased funds could be "economically and wisely expended." He pointed out that in the time the Smith-Mundt bill has been in effect, the State Dept. has not been able to carry out that phase which calls for the fullest possible use of private enterprise in the program.

Mr. Taber called for a reorganization of the State Dept., declaring that the "incompetence and disloyalty prevalent in the department are a serious menace to the U. S."

One of the two chief targets of his attack was William T. Stone, director of OIE under which the "Voice" operates, who, Mr. Taber said, "is well known for his lack of capacity."

Some government officials reportedly feared that the amount appropriated would be insufficient to combat Russia's stepped-up campaign. They claimed the original estimate had been trimmed to the "absolute minimum" considered necessary.

However, Rep. Karl E. Mundt (R-S.D.), co-author of the Smith-Mundt Bill, commented that the 18% cut might not be as crippling as it seems. He said there was an excellent chance that the program may eventually get $40,000,000.

Mr. Mundt explained that the State Dept. had been given considerable latitude in allocating its funds, and could, as far as Congress was concerned, spend the whole amount on radio.

Sen. H. Alexander Smith (R-N.J.), has also suggested a $40,000,000 or $50,000,000 minimum for the next year for the program. The New Jersey legislator has estimated that the Russians are spending ten to fifteen times more than the U. S. for this type of activity during the current year. This would mean a Soviet expenditure of $120,000,000 to $180,000,000 a year.

Meanwhile the "Voice" last week began beaming a third daily shortwave news program to Czechoslovakia from its New York studios to help pierce the information blackout imposed on that nation by its new Communist rulers.

Starting March 1 a 15-minute news program has been sent to Czechoslovakia every day at 11 a.m. New York time, 5 p.m. Czech time. The Czechs already had been getting daily half-hour and 15-minute "Voice" news summaries.

The new broadcast will be beamed from New York to London, and thence relayed by BBC shortwave to the Continent, according to a State Dept. spokesman. Other "Voice" broadcasts to eastern Europe are relayed by the powerful U. S. transmitter at Munich.

Griffith Joining NAB Public Relations Dept.

PAT GRIFFITH, radio writer and newspaper woman, has been named to take charge of women's activities at the NAB, joining the Dept. of Public Relations under Robert K. Richards, director. She will coordinate activities of the Assn. of Women Broadcasters and the parent organization.

Miss Griffith has been director of information in the Washington bureau of the *Manila Evening News*. She has written and produced television and broadcast programs on Washington stations since the end of the war. She was a WAC during the war.

RADIO INTERNESHIPS PLAN AGAIN READIED

RADIO news "interneships" by which college journalism teachers take summer training in broadcast station newsrooms will be offered for the fourth successive summer, according to Arthur C. Stringer, NAB director of special services and secretary-treasurer of the Council on Radio Journalism.

The interneships are financed by individual stations as part of the council's continuing campaign to raise the standards of radio news and college instruction in the subject.

Application forms to be used by members of college journalism departments are available from the council, which carefully sifts candidates before placing them at stations.

As a result of the project, 19 qualified teachers have been given practical training in station newsrooms, where they absorb earthy experience as well as impart their own knowledge, according to Mr. Stringer. The overall result, he said, is that stations and the industry benefit, along with students and the public, as the general level of college training is raised.

A review of the 1947 interneships has been published by NAB, with accompanying letter by President Justin Miller. "This unique cooperation on the part of the broadcast industry and educators illustrates how much can be accomplished when interested groups pool their thinking and planning," he wrote.

In Oklahoma City
KOMA
50,000 WATTS
Joe Bernard—Gen. Manager
Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE

WCAU-TV STARTS

Test Patterns Underway

By HERMAN BRANDSCHAIN

WCAU-TV, the *Philadelphia Bulletin's* new television station, went on the air with its initial test pattern on Channel 10 on March 1—and carried its first CBS network show on a "sneak preview" basis on March 3. Actual operations, including showing of local programs, is not expected to be fully under way until April.

The WCAU-TV test pattern created interest and a stir. The interest was evidenced by engineers who admired the clarity of the pattern. The stir was created by the fact that the pattern interfered with reception of WFIL-TV, which is on Channel 6.

The interference resulted in double images impinging on the screens of some television receivers. Word was hastily put out that the interference was not caused by disorders in station equipment and set owners were assured service engineers would adjust their receivers as quickly as possible. Meanwhile WCAU-TV decided to curtail its test pattern period to an 8:30 to 7:30 period, instead of from the planned 9 to 9 period, in order not to interfere with WFIL-TV.

The station will have a visual power of 25 kw with an aural power of 26.4 kw.

Construction of the WCAU-TV tower and transmission facilities were harried by inclement weather. The tower is 737-feet high, 257 feet atop the Philadelphia Saving Fund Building. Work is currently being pushed on the WCAU-TV studios, which station hopes will be ready for use sometime in April.

John Dearing, RCA service company engineer, who ran the final tests for WCAU-TV prior to the station's going on the air, disclosed that the installation was one of the finest he had checked to date and that the transmitter and the antenna were the most efficient he had seen.

Set owners from such distant points from Philadelphia as Metuchen, N. J., only 20 air miles from New York, the Oranges in New Jersey, Cape May Court House on the Atlantic in southernmost New Jersey, Pottstown and Reading, Pa., and Wilmington, Del., have reported that they are receiving strong pictures of the test pattern.

NO TV CHARGE

Milwaukee Ball Team Gives Services

WHEN FORD Motor Co. and the Ford dealers of Milwaukee sponsor telecasts of the Milwaukee Brewers baseball games on WTMJ-TV this spring and summer they will pay the station $27,000 for time and facilities [CLOSED CIRCUIT, Feb. 23] but the ball club is making no charge for the video rights to its games.

Long Time Benefits

Reporting on television sportscasting in Milwaukee in his column, "Maybe I'm Wrong," R. G. Lynch, sports editor of the *Milwaukee Journal*, on Feb. 15 wrote: "Thanks to the perception of the long time benefits [of television] on the part of Lou Perini, president of the Boston Braves and actual head of the Milwaukee baseball club, all home games of the Brewers will be televised in the coming season. And for this season the ball club is making no charge to the television sponsor and it is just about alone in this attitude."

The column continues with a quote from Mr. Perini, as follows:

"Television is new. It is a wonderful thing. We want to help it along. Right now we would not know what to charge and with comparatively few television sets here the fee could not be very large. After a season of television we will know more about it. No matter how many sets there are, however, I don't think any baseball fan will stay away from the park to look at baseball on television, but it will take baseball to fans who can't get to the park. It will keep them interested in our team and it may interest others and make new fans, or bring back old ones.

"I'm on the National League's television committee and I am very much interested in this new thing. We want to have something to say about how baseball is presented by television. If it is done right, it will be beneficial to us, if it is done wrong, it may hurt us.

"We would like to have television show the players, not only as a team . . . One night, along with televising the game, the cameras might feature one man—show him as he comes to the park and gets ready, show him fielding his position, his stance at bat. The announcer might point out things about this player, how he does things. This would be educational for boys who play sandlot ball and hope to become ballplayers and it would be interesting to the fans.

"People will want to come out to the park and see these players."

Mr. Lynch, commenting on the "waves of apprehension" set up by television in the sports world, where "men who depend on gate receipts naturally wondered if potential customers would remain away from their shows to become free spectators before television screens," reported that in his city such fears have been unfounded.

"The Journal's Golden Gloves tournament," he wrote, "was televised and broke all attendance records, with sellouts the last two nights. . . . Henry Tolle's wrestling shows at South Side Armory have boomed since they went on television, for new customers came to see the real thing after becoming interested through watching televised matches.

Largest Crowd in Years

"The other night, a pro basketball double header was televised at the auditorium and still drew the largest crowd the sport has seen here in years. Lon Darling of Oshkosh, who promoted the games, gave permission without hesitation for television without charge. "That's good advertising," he said.

WBKB RAISES RATES AS SET TOTAL RISES

AN INCREASE of $125 in WBKB Chicago's basic hourly rate was announced Wednesday by Capt. William C. Eddy, director of the Balaban & Katz video station.

"With 15,062 television sets now in operation in the Chicago area, a $500-per-hour rate will be in effect until 25,000 sets receive WBKB programs," Capt. Eddy said.

He did not say what the rate would be after sets reach the 25,000 mark. A month ago [BROADCASTING, Feb. 2] Capt. Eddy told the Chicago Headline Club that WBKB's rate would jump to $550 hourly when the number of sets reached the 15,000 to 25,000 bracket, and $1,000 hourly "by the end of 1948."

In contrast to the situation a year ago, most Chicago television receivers now are in homes, WBKB reports. Residential installations total 69.7%, business 22%, and dealers 8.3%.

Spots Sold Out

ALTHOUGH only on the air with test pattern one day, and with programs officially still three weeks away, WCAU-TV Philadelphia, the *Philadelphia Bulletin's* new television station, finds itself sold out of spots. WCAU-TV, which began operating on Channel 10 (192-198 mc) on Monday, March 1, reported that it had so many spot requests by Tuesday that it will be completely sold out for the initial days of programming.

Toni Will Sponsor CBS Evening Show

Firm Plans to Enter Nighttime Network Field April 1

TONI Co., which in January indicated its interest in entering the nighttime network field [BROADCASTING, Jan. 26], announced March 2 it will begin sponsorship of a CBS Hollywood-originated program in the 9:30-10 p.m. (EST) Thursday segment beginning April 1.

While the actual title has not been decided as yet, according to Harold Bloomquist, Toni advertising manager, it will be a mystery series with original production, possibly highlighting a name star. Show would provide a slight departure in format, it was indicated, to which the firm's commercials would be specially adapted.

Series will increase Toni's radio budget from last year's $4,000,000 to a peak of $5,000,000, it was disclosed, representing five-sevenths of the firm's total advertising expenditures for 1948. The organization already has renewed most of its daytime programs, including *Give and Take* and *Ladies Be Seated.*

Mr. Bloomquist pointed out that with the advent of the spring season, Toni was desirous of taking advantage of its anticipated rush season by entering the nighttime market and capitalizing on listeners who work daytime hours.

The Texas Rangers

The Texas Rangers transcriptions of western songs have what it takes! They build audiences...They build sales... The price is right—scaled to the size of the market and station, big or little, Standard or FM. And The Texas Rangers transcriptions have quality, plus a programming versatility that no others have.

WIRE OR WRITE FOR
COMPLETE DETAILS.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

EVER IN THE LEAD

WAIR stands ready always to back up its claim that more people listen to its programs than listen to any other station in or out of its market. Listeners in this area like the way we play up to their interests . . . and they respond easily to WAIR commercials.

WAIR

Winston-Salem, North Carolina
Representatives: The Walker Co.

NEWS SLANTING

Newsmen's Charge Denied by KMPC

DENIAL of charges made by the Radio News Club, Hollywood, Calif., that G. A. Richards, president of KMPC Hollywood, as well as of WGAR Cleveland and WJR Detroit, had attempted to force a "slanting" of news broadcasts over KMPC was made last Thursday by Robert O. Reynolds, KMPC's vice president and general manager.

Mr. Reynolds said that Clete Roberts, formerly KMPC director of public affairs, and two writers were dismissed "to adjust operating expenses and to conform with contemplated program changes" and not "because of any differences in viewpoint in the treatment of the news."

The Radio News Club, which announced last Wednesday that it had turned over to the FCC documentary evidence allegedly showing that Mr. Richards had tried to bring about a slanting of news broadcast over KMPC reported that Mr. Reynolds said in a meeting with its representatives on March 1 that he had no knowledge of such practices in news handling on KMPC.

Of the material forwarded to the Commission, a spokesman for the club said it contained copies of written orders from Mr. Richards to Mr. Roberts instructing him to slant the news. The newsmen in their letter to the Commission termed such a practice a departure from "accepted standards."

"In recent weeks the question has arisen as to whether station KMPC has not violated those accepted standards," the letter said. "Mr. Richards discharged the director of public affairs and two other editorial staff members under circumstances that seemed to warrant investigation by any group professing to be concerned with new standards," the letter continued.

"Evidence has been submitted to the RNC," the letter said, "purporting to show that the dismissals in the KMPC news department followed refusal by Clete Roberts as public affairs director and news commentator to follow an editorial line laid down by Richards. . . . We believe," the letter concluded, "that the situation outlined above should be brought to the attention of the Federal Communications Commission. We believe, further, that this is a situation which commends itself to the attention of the radio industry generally and to the public, insofar as it feels itself entitled to a fair and unbiased presentation of the news."

Denying the Radio News Club's charges and explaining why KMPC had reached a decision to dismiss Mr. Roberts and two writers Mr. Reynolds said:

"Mr. Roberts was doing a 15-minute commentary each day in addition to special events and Mr. Lewin (one of the writers dismissed) spent most of his time in assisting Mr. Roberts in their preparation. Mr. Roberts, desiring to work primarily on special events, represented an expense that was out of all proportion to our needs, and our operation did not justify his retention or that of the other two men. Our present staff, without these men, is amply sufficient to present all of our newscasts."

Mr. Reynolds added that "our complete file of newscasts is open for inspection and I am satisfied that even with the closest of scrutiny no bias or indication of slanting of news will be found in any of them."

Upcoming

March 16-18: CBC Board of Governors 58th meeting at Ottawa.

March 18-20: CBC Board of Governors meeting at Ottawa for public hearings.

March 20-21: Western Radio Conference, Marines Memorial Bldg., San Francisco.

March 22-23: NAB 14th District meeting, Brown-Palace Hotel, Denver.

March 22-24: Chicago Technical Conference and Production Show, Stevens Hotel, Chicago.

March 22-25: Institute of Radio Engineers Annual Convention, Hotel Commodore and Grand Central Palace, New York.

April 1-3: AIEE Great Lakes district meeting, Des Moines, Iowa.

April 4: Radio and Business Conference City College of New York, N. Y.

Nine More Seeking Television Permits

NINE APPLICATIONS for new commercial television stations, including a request for a Topeka, Kan., satellite to proposed video outlet of KMBC Kansas City, were filed last week with FCC.

Three of the nine requests are applications of C. C. Woodson, Texas broadcaster and newspaper publisher, for television stations in Amarillo (Channel 5, 76-82 mc), Austin (Channel 8, 180-186 mc), and Lubbock, Tex. (Channel 6, 82-88 mc). Mr. Woodson filed earlier for Waco [BROADCASTING, March 1].

The Midland Broadcasting Co. (KMBC) satellite outlet in Topeka would rebroadcast all transmissions of the proposed video station in Kansas City, according to the application. The satellite would operate on Channel 11 (198-204 mc) with 0.95 kw visual and 0.425 kw aural power. KMBC-TV would operate on Channel 9 (186-192 mc) according to request filed in late January [BROADCASTING, Feb. 2].

Principals Concerned

The new applicants and facilities requested:

Amarillo, Tex.—C. C. Woodson doing business as The Amarillo Television Co., Channel 5 (76-82 mc), 1.85 kw visual, 0.925 kw aural. Total estimated cost $106,000, monthly operating cost $7,500, revenue $12,000. Programming: 35 hours per week. Applicant is 25% owner Frontier Broadcasting Co., licensee KNOW Austin and WACO Waco. He also is 25% owner KBWD Brownwood, Tex., and is one-third owner El Reno Broadcasting Co., AM permittee at Reno, Nev.

Austin, Tex.—C. C. Woodson doing business as The Austin Television Co., Channel 8 (180-186 mc), 4.25 kw visual, 2.17 kw aural. All other data like that for Amarillo.

Dallas, Tex.— City of Dallas, Channel 10 (192-198 mc), 24.84 kw visual, 12.42 kw aural. Initial cost $196,500, first year operation cost $60,000 to $96,000, revenue unknown. Applicant is licensee WRR and permittee WRR-FM that city.

Lubbock, Tex.—C. C. Woodson doing business as The Lubbock Television Co., Channel 6 (82-88 mc) 1.85 kw visual, 0.95 kw aural. All other data similar to Amarillo.

New Orleans—Loyola U., Channel 10 (192-198 mc), 29.3 kw visual, 15.6 kw aural. Initial cost $204,000 first year operating cost $150,000, revenue $75,000. Applicant is licensee WWL and WMLH (FM) that city.

San Francisco—Lelan Holzer, Channel 11 (198-204 mc), 3.0 kw visual, 1.5 kw aural. Initial cost $69,125, monthly operating cost $3,000, revenue same. Programming: 60% commercial; 112 hours per month, 11.2 hours field, 22.4 studio, 78.4 film. Application specifies one camera for studio and film, indicates station will devote 10 to 15 hours per week to program technique research. This would include lighting, set design, costumes, camera angle and like technique. Studio equipment to cost $15,000 plus $500 for lighting, according to application. Applicant has been Los Angeles auto dealer since 1926, trades under name of Honest John. He has AM application pending for 1 kw on 890 kc (day) at Los Angeles.

San Luis Obispo, Calif.—Christina M. Jacobson trading as The Valley Electric Co., Channel 3 (60-66 mc), 1.74 kw visual, 0.87 aural. Initial cost $71,500, first year operating cost $18,600, revenue $12,000. Applicant is licensee KVEC and permittee KVEC-FM that city.

Topeka, Kan.—Midland Broadcasting Co., Channel 11 (198-204 mc), 0.95 kw visual, 0.425 kw aural. To be satellite of proposed Midland TV station at Kansas City. Initial cost $45,000 (not including investment by Midland in its television laboratory during past 16 years), first year operating cost $15,000, revenue none. Applicant is licensee KMBC and KMBC-FM Kansas City.

York, Pa.—The Helm Coal Co., Channel 8 (180-186 mc), 0.7 kw visual, 0.4884 kw aural. Initial cost: $111,730, monthly operating cost $6,000, revenue unknown. Programming: 70% commercial maximum. Applicant is permittee WNOW and WNOW-FM York.

APPLICATIONS

FCC Forms Scored

CRITICISM by broadcasters of new FCC application forms prior to printing of these forms is solicited in announcement last week by the Bureau of the Budget and the Advisory Council on Federal Reports. Comment must be confined to procedural and not policy matters.

The Committee on Radio Broadcasting, composed of broadcasters and headed by Ben Strouse, general manager of WWDC Washington, who succeeded Wayne Coy, now FCC chairman, during the past year conducted an extensive study of the new forms, and many revisions were incorporated by the Commission. Purpose of the present invitation for comment is to eliminate any ambiguities which might have been overlooked or otherwise improve the forms, it was stated. Communications are being received by Russell Schneider, Advisory Council executive secretary, 1615 H St. N.W., Washington.

The forms on which broadcasters are asked to comment include: Form 301, application for authority to construct new station or make changes in an existing station; Form 302, application for new station license; Form 303, application for license renewal; Form 304, application for modification of existing license, and Form 314, application for consent to assignment of permit or license.

The committee at present also is studying Form 324, the annual financial report of networks and licensees of stations. Comment on this report also is requested. At a recent meeting of the committee, consideration was given to a proposal that the Commission's rules be amended to provide for filing of Form 324 on a fiscal year basis, but final decision has been withheld pending receipt of industry opinion in the matter.

The new forms were promulgated by the Commission last fall and have been used since that time on a tentative basis. The Budget Bureau has supervisory control over the issuance of any forms by Federal agencies.

Members of the committee in addition to Mr. Strouse include: C. T. Lucy, WRVA Richmond, Va.; Merle Jones, WCCO Minneapolis; James H. Neu, WTOP Washington; Carl J. Burkland, CBS New York; Richard C. Steele, WTAG Worcester, Mass.; Gus Margraf, WRC Washington; Carleton D. Smith, NBC Washington; Charles Barham Jr., WCHV Charlottesville, Va.; Kenneth Berkeley, WMAL Washington; H. J. Brennan, WJAS Pittsburgh; John Elmer, WCBM Baltimore; Herbert L. Pettey, WHN New York, and T. A. M. Craven, WOL Washington. C. E. Arney Jr., NAB secretary, and Kenneth H. Baker, NAB director of research, are secretary and assistant secretary, respectively, to the committee. David E. Cohen is Budget Bureau liaison.

FCC PLANS HEARINGS ON TV APPLICATIONS

DATES have been designated by FCC for hearings in several cities on television application groups which include firms identified in ownership with Paramount Pictures Corp. The separate proceedings were ordered by the Commission in view of the continuance to May 10 of the inquiry into Paramount's holdings [BROADCASTING, March 1].

The hearing dates and the applicants involved:

Detroit, Mich., March 15-17—United Detroit Theatres Corp., The Fort Industry Co. (WTVO) and WJR, The Goodwill Station Inc.

Cleveland, March 18-24—Allen B. DuMont Labs. Inc., The WGAR Broadcasting Co., United Broadcasting Co., Cleveland Broadcasting Co., and WJW Inc.

San Francisco, April 5-9—Don Lee Broadcasting System, Television Productions Inc., S. H. Patterson and KROW Inc.

Dallas Tex., April 13-16—Interstate Circuit Inc., Texas Television Co., A. H. Belo Corp. and Variety Broadcasting Co. Inc.

Boston, April 26-May 7—New England Theatres Inc., Boston Metropolitan Television Co., New England Television Co. Inc., Massachusetts Broadcasting Corp., Cherry & Webb Broadcasting Co., CBS, Matheson Radio Co. Inc., E. Anthony & Sons Inc. and the Yankee Network Inc.

At Deadline . . .

WLAP LEXINGTON GRANTED SHIFT TO 630 kc 1-5 kw

GRANT of WLAP Lexington's application to move from 1450 to 630 kc and boost power from 250 w fulltime to 5 kw day and 1 kw night (directionalized) was announced by FCC Friday in 3-to-2 decision on long-pending case. Decision denied competing applications of Queen City Broadcasting Inc., Cincinnati, and Scripps-Howard's WCPO Cincinnati.

As in unanimous decision, [BROADCASTING, June 9, 1947], FCC majority held that grant to Nunn family's WLAP would better meet equitable-distribution requirements of Communications Act. Majority composed of Comrs. Durr, Walker, and Webster. Comrs. Hyde and Jones favored Queen City. Chairman Coy and Comr. Sterling, who were named to Commission after oral argument on case, did not participate.

Queen City is owned 50% by J. Leonard Reinsch, managing director of Cox stations (WSB Atlanta, WHIO Dayton, WIOD Miami) and Mrs. Reinsch; and 50% by Frank H. McIntosh, Washington consulting radio engineer, and Mrs. McIntosh.

TV APPLICATIONS FILED FOR WHEELING, UTICA

FIRST applications for television stations at Wheeling, W. Va., and Utica, N. Y., filed with FCC Friday by WWVA Wheeling and *Utica Observer-Dispatch*, respectively.

WWVA, Fort Industry station, requested Channel 12 (204-210 mc) with 32.49 kw visual and 17.1 kw aural powers. Estimated installation costs: $256,500; estimated annual operating costs: $120,000. WSTV Steubenville, Ohio, is seeking reallocation of Channel 12 from Wheeling—only one available there—to Steubenville. Fort Industry interests have video grants for Toledo (WSPD) and Detroit (WJBK), and application for Miami (WGBS).

Utica Observer-Dispatch, permittee of WKCJ (FM), asked for Channel 3 (60-66 mc) with 15.5 kw visual and 7.75 kw aural powers. Two channels available there. Installation costs estimated at $224,665; first year's operating expenses, $75,000; first year's revenues, $25,000.

RADIO OFFICIALS ATTEND CORRESPONDENTS DINNER

BROADCAST industry represented at annual White House Correspondents Assn. dinner to President Truman, held Saturday night at Statler Hotel, Washington. At NBC table were: Frank M. Russell, William R. McAndrew, Mahlon Glascock, Ernest de la Ossa, Gus Margraf, J. S. DeRussy, Jay Royen.

CBS representatives included Earl H. Gammons, Adrian Murphy, Joseph H. Ream, Ted Church, Ted Koop and Douglas Edwards. Other guests included Robert H. Hinckley, Bryson Rash, ABC; Sam H. Kauffmann, WMAL; Philip G. Loucks, Paul M. Segal, Paul A. Porter and Arthur Scharfeld, radio attorneys; Oswald Schuette, RCA; Joseph L. Miller, labor counsel; Paul Miller, Gannett stations; Barnet Nover, Claude A. Mahoney, commentators. Entertainment was provided by Spike Jones company.

NAB FINDS WIDE INTEREST IN LOS ANGELES CONVENTION

NAB to mail registration forms this week for participation in Los Angeles convention May 17-21. Advance fee to be $30 for two-day session and $15 for engineering meeting. Unusually large number of inquiries received from members, according to C. E. Arney Jr., secretary-treasurer.

Program plans considered at session of board's convention committee. Meeting to be programmed at management level. Other personnel of member stations may attend, but committee suggests summer-fall district meetings will be of more value to them. Basic program format includes panels, followed by discussion. Members of board program committee: Howard Lane, WJJD Chicago, chairman; Harold E. Fellows, WEEI Boston; Robert T. Mason, WMRN Marion, O.; William B. Smullin, KIEM Eureka, Calif.; T. A. M. Craven, WOL Washington; William B. Way, KVOO Tulsa.

Entertainment and transportation plans discussed at Hollywood meeting of Southern California Broadcasters Assn., with committee chairmen scheduled to meet this week.

TWO DROP REQUESTS FOR TV MODIFICATIONS

PETITIONS to drop requests for CP modifications filed at FCC by Yankee Network's WNAC-TV Boston and Fort Industry Co's WTVO Detroit. Dismissals would sever applicants from consolidated hearings in respective cities. WNAC-TV sought to switch from Channel 7 (174-180 mc) to Channel 13 (210-216 mc) while WTVO sought to switch from Channel 2 (54-60 mc) to Channel 5 (76-82 mc.)

City of Dallas, Tex. (WRR and WRR-FM), applicant for Channel 10 (192-198 mc), petitioned to equalize TV allocation in area by (1) adding Channel 10 to Dallas, (2) any other channel to Dallas or (3) any other facility to Dallas-Fort Worth. Five applicants seek one of three remaining Dallas facilities.

PROSPECTIVE TV AFFILIATES INVITED TO NBC MEETING

NBC HAS INVITED 31 prospective video affiliates, all with TV stations operating or expected to be before year's end, to meet in New York March 12 to discuss video network plans. Present NBC program service arrangements with East Coast TV stations are temporary.

Frank E. Mullen, NBC executive v-p, just back from Hollywood, said movie industry soon would find its fears of video competition as groundless as press fears of radio competition 25 years ago. Instead movie makers will find television best way to advertise pictures and good market for special pictures, he said.

SHOOTING for *Magic in the Air*, movie based on history of radio, now slated to start in July, distribution likely in November. Industry support contingent on approval of script by committee headed by William B. Ryan, KFI Los Angeles general manager. Jerry Brandt to produce.

COAST NEWSMEN MAY TESTIFY IN MAYFLOWER HEARING

POSSIBILITY that Clete Roberts and Geor E. Lewin, radio newsmen, would be called testify during April 19 sessions of FCC Mayflower hearing developed Friday as FC refused to accept, second-hand, publish charges against news policies of KMPC L Angeles, owner G. A. (Dick) Richards (earli story on charges, page 89). Third, unnam former KMPC newsman, may also appear.

Ben Meyers, general counsel of Radio D rectors Guild, offered copies of published r ports of their charges during Friday mornin session of Mayflower hearings on stat editorializing (earlier Mayflower story, pag 16). FCC Chairman Coy refused them wh Mr. Meyers said he did not have persona knowledge of former KMPC news executive allegations. It was thought charges mig also be brought into hearings, now slated th month, on television applications of Mr. Ric ards' WGAR Cleveland and WJR Detroit.

Pro-Mayflower forces Friday recited var ing degrees of opposition to any decisi modification. In that group were: Earle M Gill, Radio Directors Guild president; Geor Heller, national executive secretary of AFR John Hogan, National Assn. of Broadca Engineers & Technicians; Oliver W. Nico acting chairman, Assn. of Broadcast Union and Guilds; Mrs. Bela Shick, National Council of American-Soviet Friendship; I. Keit Tyler, Institute for Education by Radio, Oh State U.; Richard H. McCann, president, Ne York Local 802, AFM; Boris Shishkin, AF economist; Ray A. Wood, president, Loc 1212 New York City, Radio & Televisi Broadcast Engineers.

Richard Hull, president, National Assn. Educational Broadcasters, wrote FCC tha due to divergent views within organizatio only views of individuals would be expresse through letters.

Letters or statements submitted Friday r flecting sympathy with Mayflower decisio came from John R. McDonnell, presiden NABET; O. Thomas Franklin, KYA Sa Francisco; George N. Shuster, presiden Hunter College, New York, and Everett (Parker, Joint Religious Radio Committee, New York.

Correspondence going all way or leaning toward editorializing came from Williard Johnson, president, Religious Radio Assn.; Eri Johnston, Motion Picture Assn. of America, Inc.; Dr. John W. Studebaker, U. S. Commissioner of Education; William E Hockin Harvard professor emeritus, and Maur Lynch, financial secretary of Chicago Feder tion of Labor, licensee of WCFL Chicago.

Mr. Shiskin, appearing before FCC in aft noon, disowned Mr. Lynch's statement as n being union policy.

Closed Circuit

(*Continued from page 4*)

board of governors, Ottawa, March 18-20. A rangement calls for manufacturers setting stations at Toronto and Montreal, and CB supplying programs and operating stations.

HEADLINE speakers at Third Georgia Rad Institute April 7 expected to include NA President Justin Miller and J. Leonard Reinsc managing director of Gov. James M. Cox sta tions (WSB Atlanta, WIOD Miami, WHI Dayton).

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